

TCA
GRAPHIC DESIGN STUDIO

DESIGN CONTROL BOARD

AMLI

AMLI-Residential
3090 Bristol Street, Suite 260
Costa Mesa, CA 92626

AMLI-MDR | Signage
Via Marina & Panay Way
Marina del Rey, CA

Marina del Rey
DESIGN CONTROL BOARD PRESENTATION

August 23, 2016 | JOB NO. 2013-075

TCA
ARCHITECTS



Prepared by
TCA Graphic Design Studio

Department of Beaches & Harbors
Mr. Gary Jones, Director
LA Country Department of Beaches & Harbors
13837 Fiji Way
Marina del Rey, CA 90292

Dear Mr. Jones,

Please consider this package our formal request for review by the Design Control Board of the Los Angeles County Department of Beaches & Harbors. Enclosed is our proposed exterior signage plans for AMLI Marina Del Rey. As you know, we are currently underway with construction of an exciting new multi-family project on our leasehold, pursuant to plans previously approved by you, the Design Control Board (DCB) Feb. 19, 2016 and the Department of Regional Planning on June 17, 2014 . This submittal focuses solely on the exterior signage program for the complex. We seek the DCB's approval of the enclosed signage package at its September 2016 meeting, and look forward to presenting these plans to the DCB and answering any questions the DCB members may have at the September DCB meeting.

Description of Exterior Signage Program:

The proposed signage program has been designed to meet the functional, aesthetic and marketing needs of the property. Our intent is to create graphic imagery that is an artistic extension of our new modern architecture buildings. The purpose of the exterior signage is to guide visitors and residents around the various outdoor features and marina promenade as well as to create a cohesive brand for the project and give the small retail businesses located within our property some exposure.

Upon approach to the site, visitors will observe our Main Logo Signage S1 and S2 (see enclosed sheets numbered 9-11 for detail.) With the Architectural Design and materials in mind, these signs clearly identify the site and sets the tone for this unique eye-catching environment. The S1 Wall Sign is on the main building in this six building property and is used to link together this property as one community. As this is the entrance to the welcome center and a pathway to the promenade for visitors and residents it is high up on the wall of the building to give the impression of a main entrance. The sign is constructed of the same all weather wood material as the building. A slight contrast is achieved with the wood of the

sign at a perpendicular pattern to the building's wood pattern. The logo and project identity are pin mounted to the wood surface and are fabricated out of hollow stainless steel 3D letterforms. These letterforms are illuminated from 6pm to 6am daily by a white LED light from within the letterform. The illumination will not be directly visible to the eye on the street or from within the building — but creates a soft glow around the identity at night. The sign hugs the corner of the building and wraps the corner slightly — a motif found throughout the projects signs.

The S2 Freestanding Sign is a low ground and pedestrian level sign constructed of the same all weather wood material and stone base — the same materials as the architectural design. The identity is illuminated halo lit Letterforms similar to the wall sign, which will have a soft glow around the letterforms at night. The retail tenants within the property will have a small un-illuminated stainless steel letterform that is pin-mounted to the wood surface for identity purposes. The stone base has a recessed LED strip light that is mounted down within the structure and angled at 45 degrees to softly wash light over the sign at night. While proposed colors and material types for the signs are indicated on the enclosed plans, we will bring representative color chips to the September 2016 DCB meeting. The other building will not have identity signs as we wish to be very quiet with our signage and feel the two main signs and the architecture will link the buildings together as a community.

Signs S3 and S4 are the amenities and retail, for example Leasing, SiP CoffeeBar, The Den, Dog Spa, etc are very simple 12" high, 3D Stainless Steel letterforms attached to the awning and washed with a 45 degree angled LED light that washes the letterforms at night. See enclosed sheet number 16, 17 for details and renderings)

Our Retail Signs with 8,001 SQ FT of retail space available. We want our tenants to have the opportunity to call attention to themselves and their business, but also to follow guidelines of



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the architectural design intent. Each tenant space has the ability to have an awing sign that is 12” high letterform and identity icon similar to S3 signs, but allows for some creativity.

Signs S5 – S11 reflect our parking and access information. We have designed a color into the signage and wayfinding to help guests and shoppers find parking, retail offerings, and how to access the public gardens, vistas and marina promenade. You will notice that the public parking, wayfinding / coastal access signs and marina signage are a bright pop of color — guests and visitors can use the color cues to enhance everything AMLI Marina Del Rey has to offer. See enclosed details and renderings on pages 28 and 41.

Our Wayfinding / Directory Signs S14 throughout the property are small directory maps that are placed at the entrances off the street and promenade. They are located within the landscape and do not obstruct views or exiting, very similar to an information sign in a park or public trail. — where the public can access the gardens, marina promenade and vistas throughout the property. The wayfinding map serves several functions: emergency exiting, location of promenade, public vistas, amenities within the property, and identity.

The address number signs S15 and S16 are also 3D stainless steel fabricated numbers that are on the lobby awning on the Marina side and on the wall of each building on the street side. Enabling easy access for fire and visitors. See enclosed details and renderings on page 43-49.

Signs S17 – S19 are the Marina and Dock Signs. The identity of the Boathouse is similar to the rest of the signage for the whole property with a simple halo illuminated 3D stainless steel letterform facing the promenade, marina and boat docks. The wayfinding for AMLI’s Boathouse Marina uses color and shell names to give a unique and branded identity to the property’s marina. Each dock finger is named after a shell, listed in alphabetical order, and has a custom illustration that is simple to remember and separates this marina from others. The signs use the same wayfinding color as the rest of the property to create a cohesive, beautiful environment for visitors and residents.

It is our hope that the DCB will consider this Request at their September 2016 Meeting. On behalf of the AMLI MDR team, we thank you and the staff at the Department of Beaches &

Harbors for consideration of this request. Please do not hesitate to call or email me (us) if you have any questions or require additional information.

Thank you again for your consideration.
Very truly yours,



Jason Armison

Senior Vice President, Southern California

Focused on the Core Competency: Development & Acquisitions

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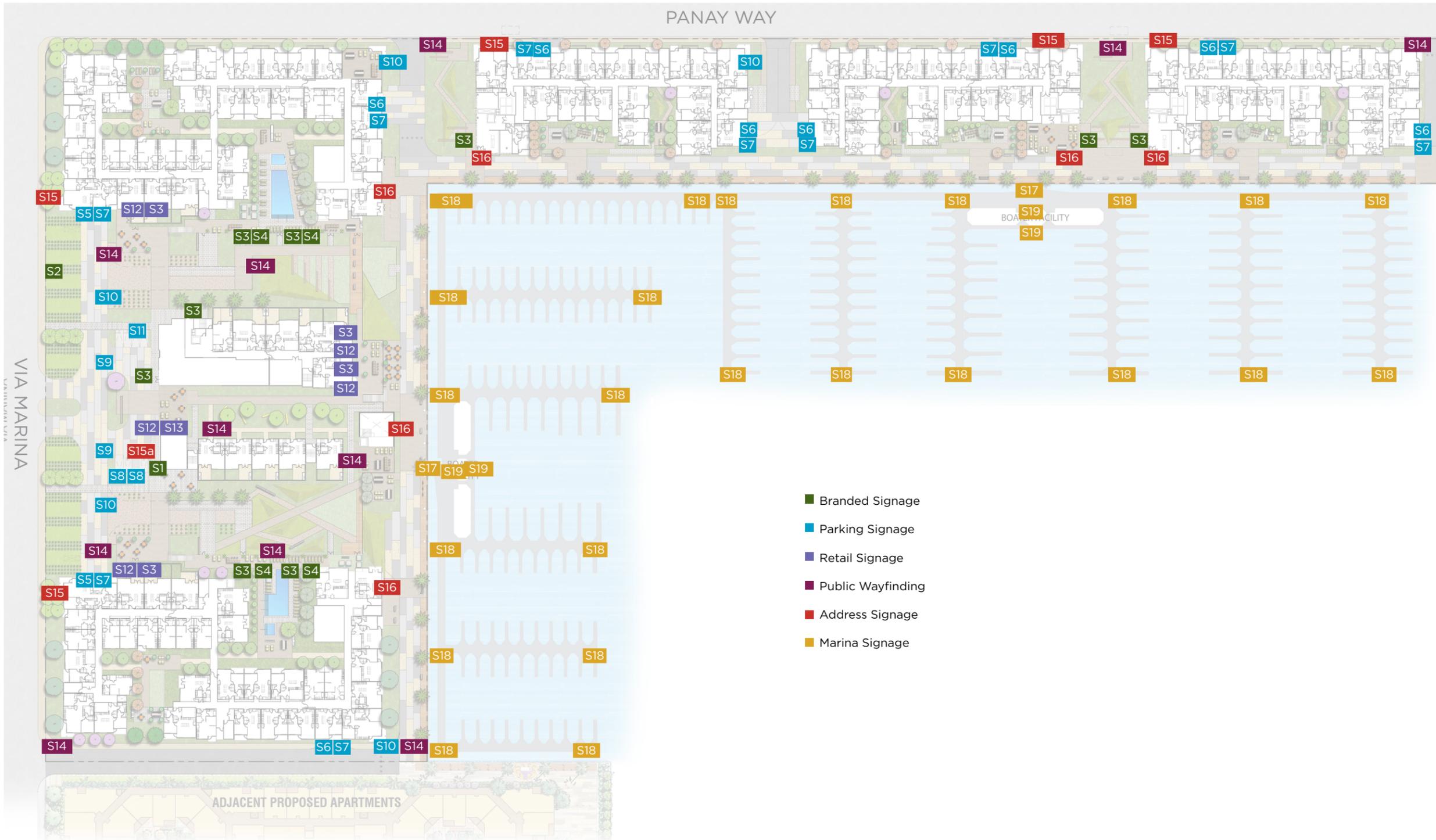
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SIGNAGE LOCATION MAP



Branded Signage

- S1 Blade Sign — Page 12
- S2 Monument Sign — Page 14
- S3 Exterior Ammenities Sign— Page 17
- S4 Lobby ID Sign— Page 18

Parking Signage

- S5 Parking Leasing//Retail//Guest Sign— Page 23
- S6 Parking Resident + Marina Sign— Page 25
- S7 Parking Liability and HC Accessibility— Page 27
- S8 HC Parking Sign — Page 31
- S9 Reserved for Leasing Sign— Page 33
- S10 Fire Lane No Parking Sign— Page 35
- S11 Reserved for USPS Sign— Page 33

Retail Signage

- S4 Exterior Ammenities Sign— Page 17

Public Wayfinding

- S14 Coastal Access/Wayfinding Map — Page 41

Address Signage

- S15a Address Numbers BLDG 5 Street Side— Page 44
- S16 Address Numbers Marina Side— Page 46
- S16 Address Numbers Street Side— Page 48

Marina Signage

- S17 Gangway Identity Sign — Page 51
- S18 Dock Slip Pile Sign — Page 53
- S19

- Branded Signage
- Parking Signage
- Retail Signage
- Public Wayfinding
- Address Signage
- Marina Signage



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Many consider Marina Del Rey as the jewel of Los Angeles County, home to the largest man-made pleasure boat harbor in the world and a recreational site for county residents. Visitors are attracted with lively shops and restaurants, allowing them to stroll on the promenade. Residents enjoy an exceptional view of the bay and the marina in the background. However, the view is not the only characteristic of this location, as luxury apartments represent a dominant feature of the coastline. Thus the architectural task at hand brings at least two important challenges. First, it is necessary to design and create a quality living environment for the future residents, and second, the project provides an opportunity to redefine the look of the marina and through architecture enhance the surrounding context.





ARCHITECTURE DESIGN NARRATIVE

Responding to site context plays an important role in determining the architecture of the buildings. This creates a strong link between the buildings and the community.

The updated Architectural character of the project is based on a maritime theme, influenced by waterfront 'boathouse' structures. The rustic nature of the boathouse has been re-interpreted in a sophisticated application utilizing the warmth of wood siding with the permanence of a stone base, gently sloping roof forms and glass invoke a place-making aesthetic that feels very much a part of the marina. Ultimately the design is about living close to the water where people experience their surroundings - the sound of the water, the breeze of the sea, even the salty taste in the air - as if they were on a Boathouse.

**Approved by unanimous vote from
Design Control Board February 2014**



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SIGNAGE + WAYFINDING CONCEPT

Signage and wayfinding for this up-scale ocean side community is a natural extension of the architectural vision. Working closely with the owner, architect, landscape designer and interior design firm allowed signage and property to pair well.

Building on the boathouse theme, textures are reminiscent of nautical materials. Wood planks of the boathouse boardwalk, smooth surface of a boat, and bright playful pops of color from sailing flags become rich wood brushed aluminum and polished pops of color in this large scale signage and wayfinding project.

Custom typography further supports the theme referencing sailing rigs in a sophisticated unexpected manner. The end result is signage system—including marketing and code signage—that complements the property motifs without overwhelming the architectural design.

TYPEFACES

HELVETICA NEUE
REGULAR
ALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 -

Museo
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890 ., -

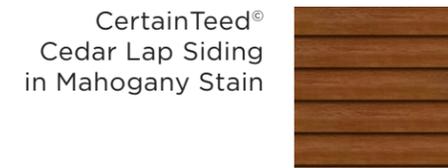
Museo
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890 ., -

Museo
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890 ., -

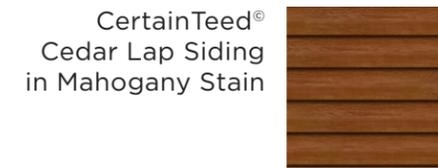
TYPEFACES USED

PROJECT NOTES

EXTERIOR - IDENTITY



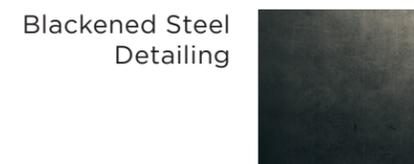
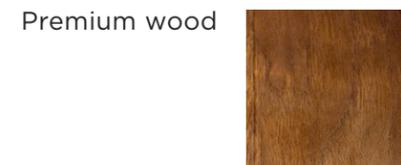
EXTERIOR - LEASING, RETAIL



GARAGE - WAYFINDING



INTERIOR - IDENTITY, WAYFINDING



OTHER



Branded Signage

AMLI-MDR

DCB - MARINA DEL REY



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**BUILDING IDENTIFICATION
-WALL SIGN**

Description
Primary Building Identification-Wall Sign installed on South West corner of Building 5.

Square Footage
5' wide
28' tall
Total 140 sq ft



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SIGNAGE CODE + TYPE

S1
IDENTITY WALL SIGN

MATERIALS/COLORS/FINISHES

- (A) • CertainTeed Mahogany 12" slats, or equivalent
- (B) • Brushed aluminum letterforms and logo
- (C) • Blackened stainless steel strip
- (D) • J-Box
- (E) • 4"x4" Aluminum Frame
- (F) • 1" rounded spacers

TYPEFACES

Museo 300
 Museo 500
 Museo 700

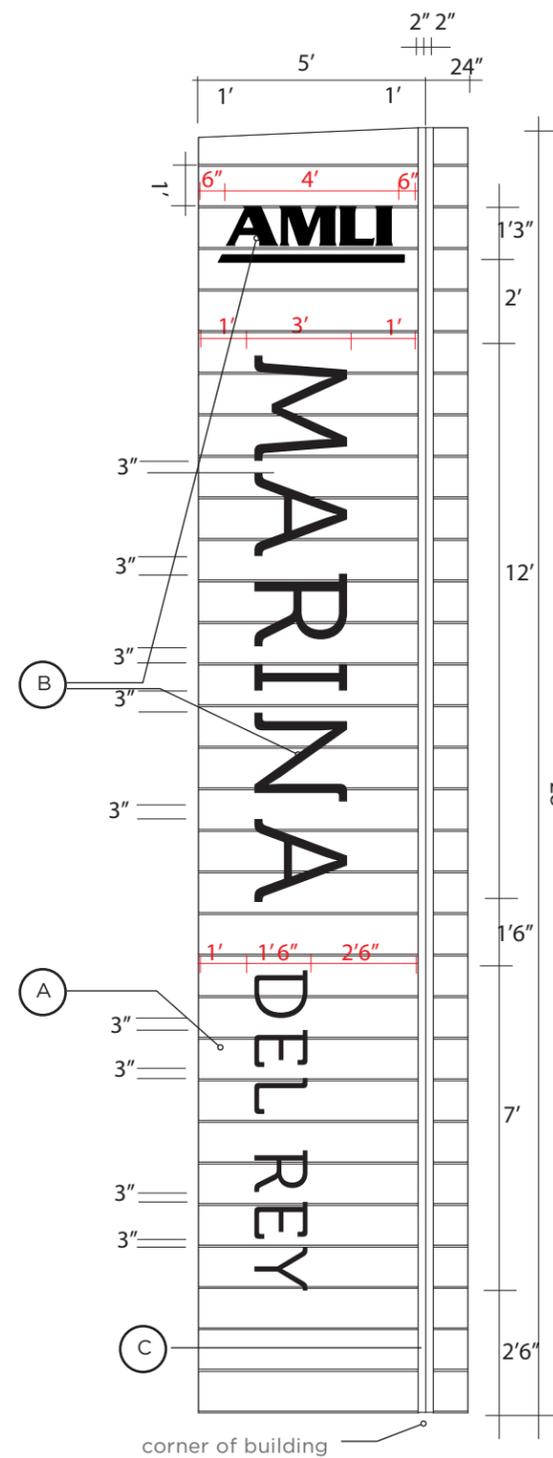
INSTALLATION

CertainTeed slats are attached to 4"x4" aluminum frame. Letters are mounted to sign surface with 1" round spacers. Bolt frame to building wall.

ILLUMINATION

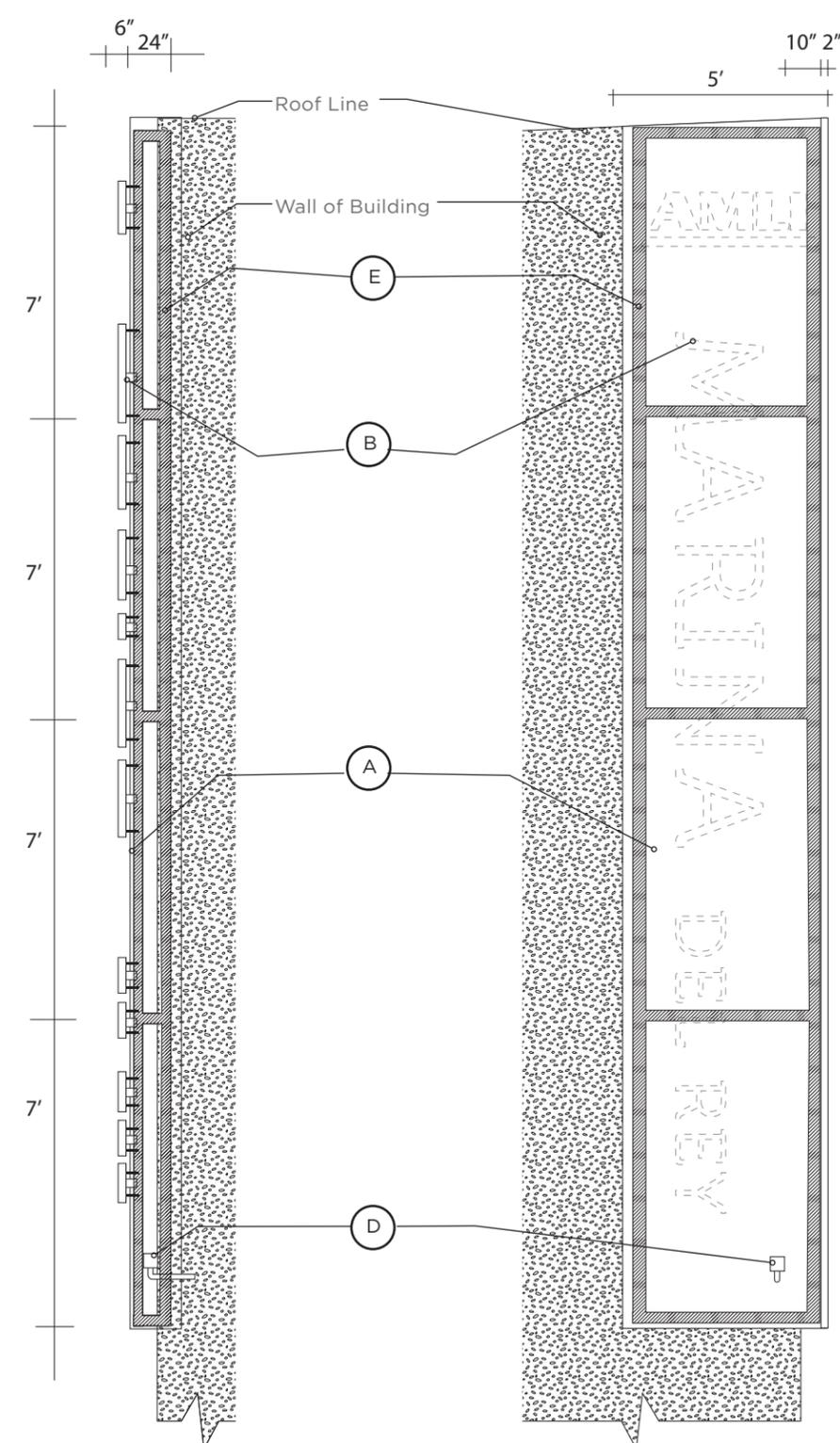
Sign is Halo-lit

REVISION #



FLAT ELEVATION

1/4"=1'

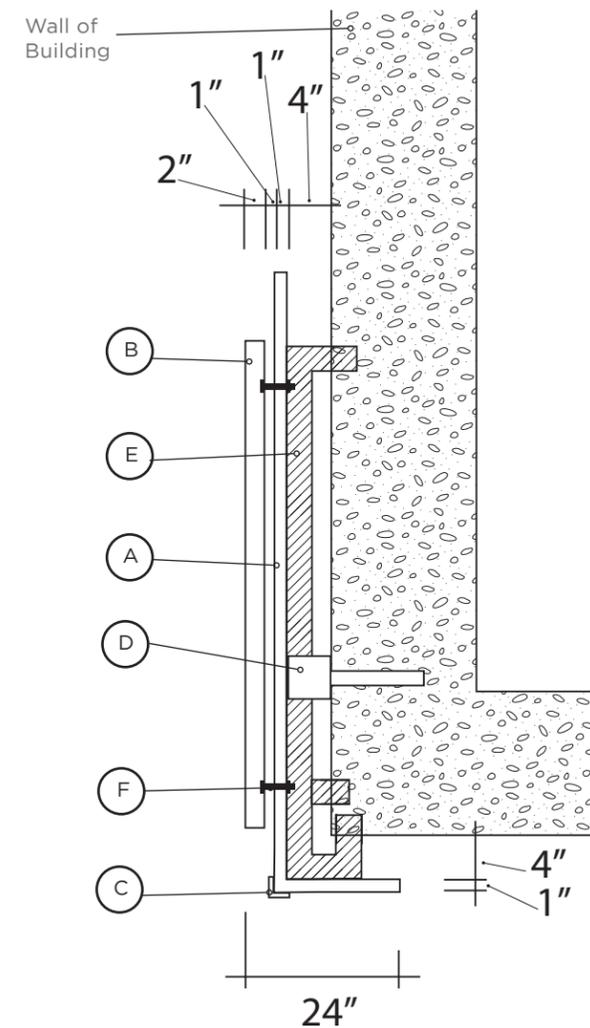


SIDE VIEW/CUT-THROUGH

1/4"=1'

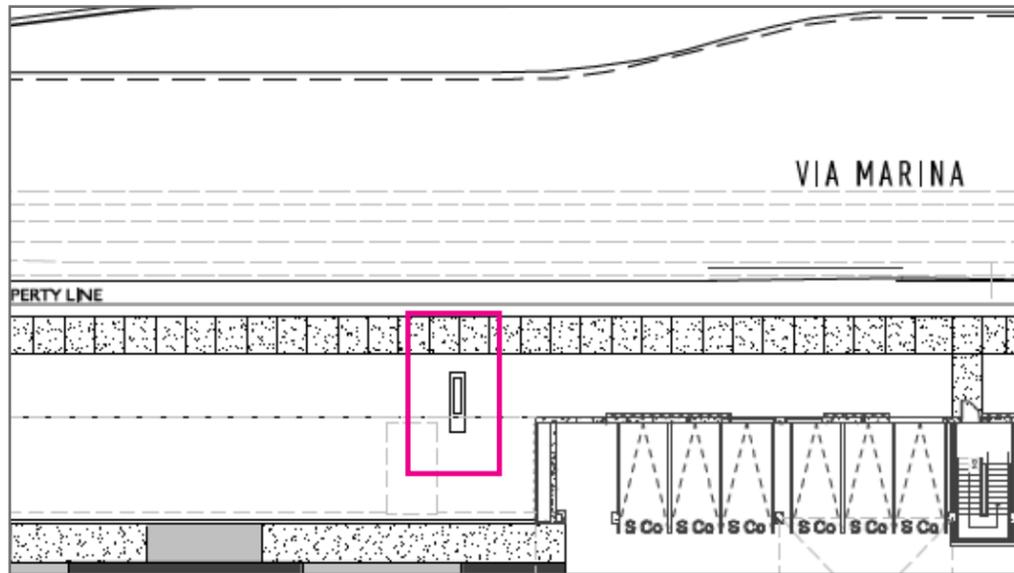
ELEVATION VIEW/CUT-THROUGH

1/4"=1'



PLAN VIEW

Not to Scale



COMMUNITY IDENTIFICATION SIGN

Description
Community Identification sign installed at Via Marina. Two-sided sign.

Square Footage
12' X 8'
Total 96 ft²

EXAMPLE OF MATERIAL & ILLUMINATION



SIGNAGE CODE + TYPE

S2
COMMUNITY ID SIGN

MATERIALS/COLORS/FINISHES

- (A) • Fabricated brushed semi-transparent acrylic push through letterforms, 3/8" deep with brushed 1/32" aluminum face.
- (B) • Retail riders are made with blackened steel or equal 1/8" cut letterforms
- (C) • Constructed Box form faced with CertainTeed Cedar board or Oak wood to match building
- (E) • Base faced with Coronado Getty Stone- Embassy Blend 16"x24" panels
- (F) • Conduits

TYPEFACES

Museo 300
 Museo 500
 Museo 700

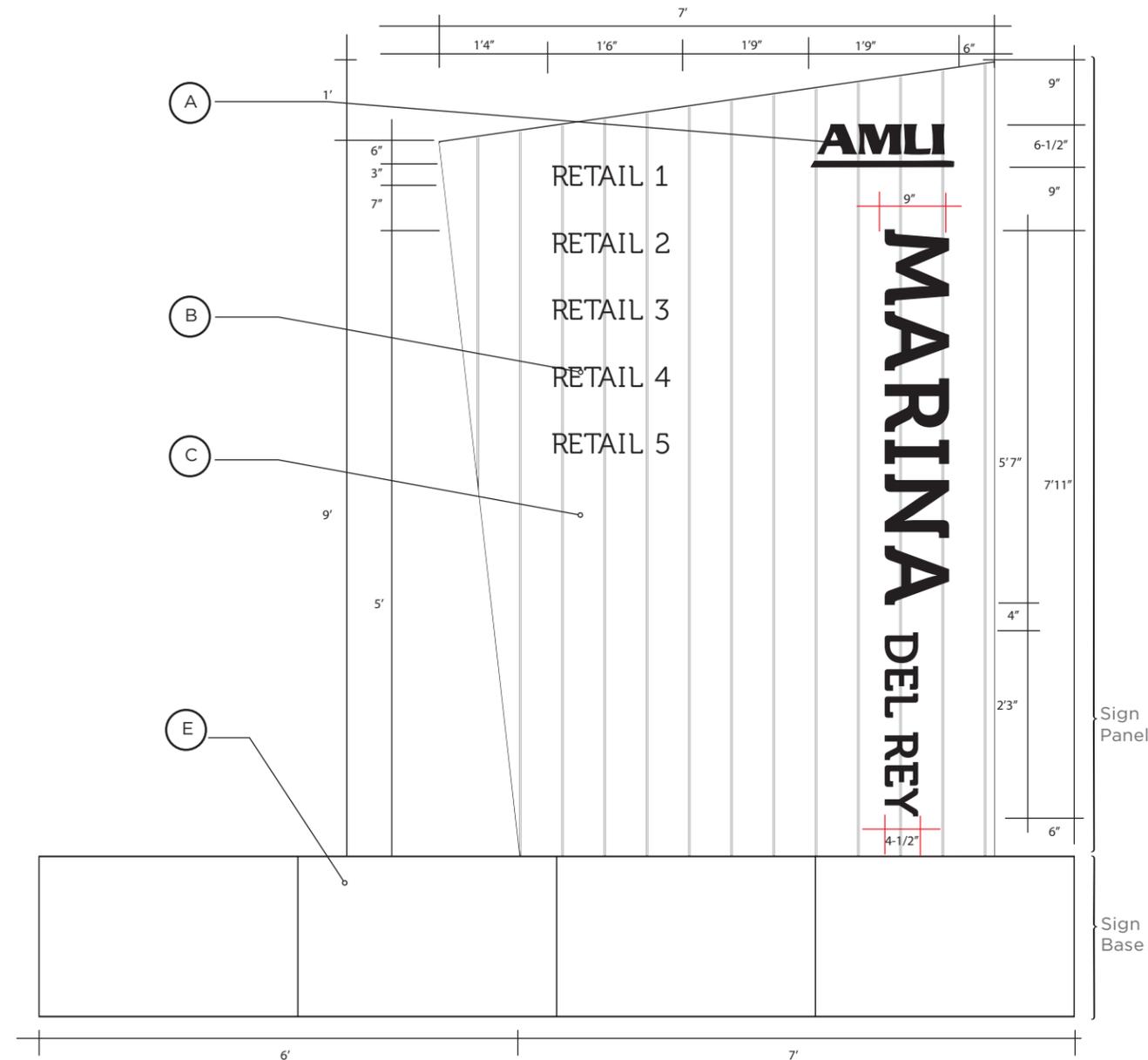
INSTALLATION

Retail riders are pin mounted to face of the sign

ILLUMINATION

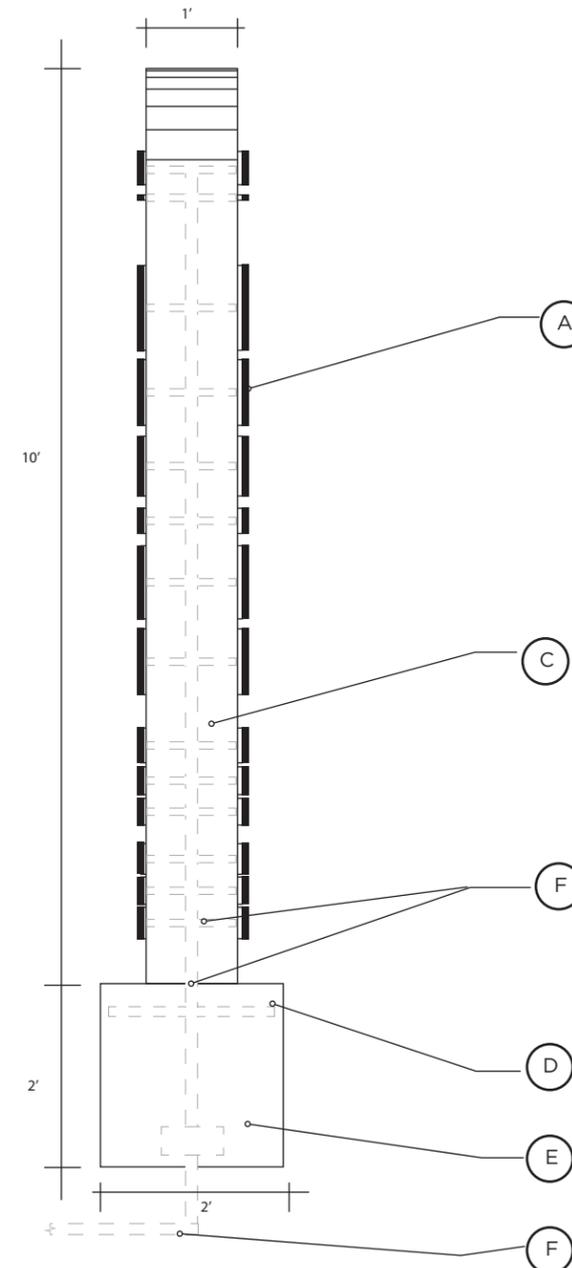
Primary ID Letterforms are push-through halo-lit.

REVISION #



ELEVATION VIEW

Scale 1/2"=1'



SIDE VIEW

Scale 1/2"=1'

LEASING

PET SPA
THE DEN
BIKE KITCHEN
COFFEE SHOP

EXTERIOR AMENITIES + RETAIL

Description
Aluminum letters mounted to top of awning above entries to retail and amenities.

Square Footage
-7 ft²



EXAMPLE OF MATERIALS ON AWNING



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SIGNAGE CODE + TYPE

S3
EXT. AMENITIES + RETAIL

MATERIALS/COLORS/FINISHES

- (A) • 2" deep stainless steel letterforms
- (B) • 2"x2" square aluminum bar
- (C) • LED Strip Lighting

TYPEFACES

Museo 500

INSTALLATION

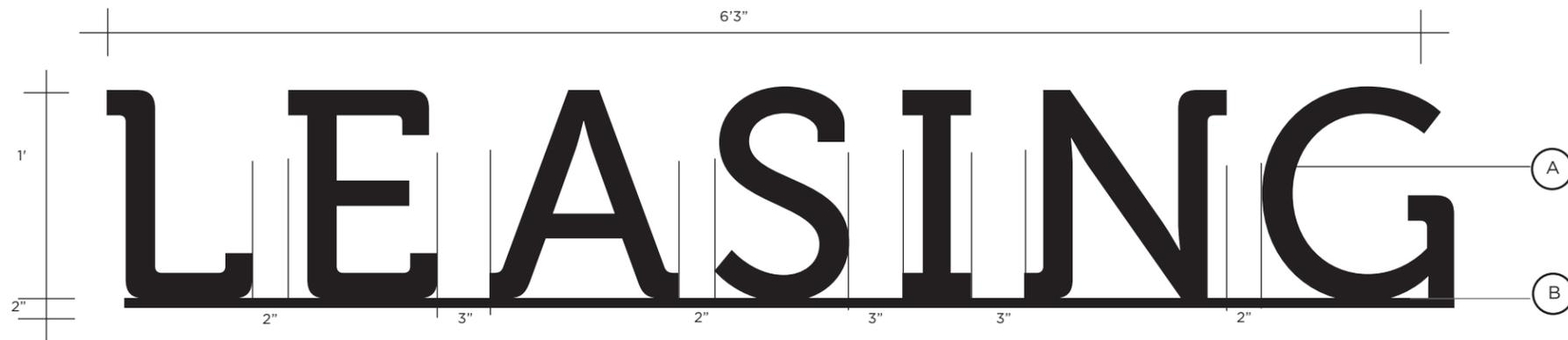
Bolt numbers to stabilizing bar and attach bar to framed awning 12" from left end of awning.

Center signs over door on awning.

ILLUMINATION

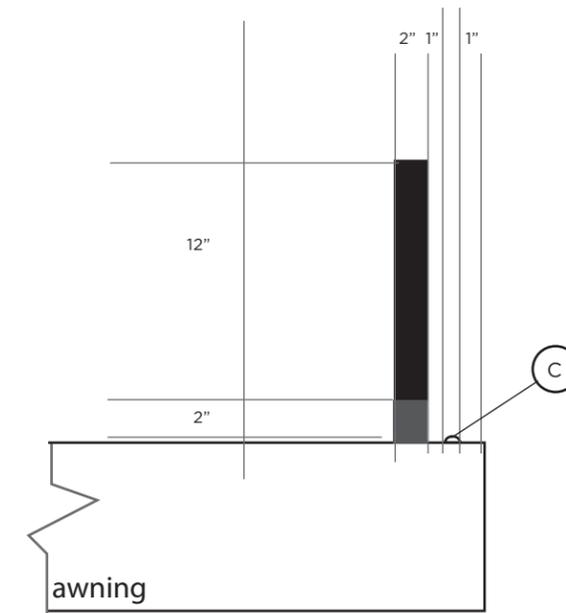
LED strip lighting is glued 1" in front of numbers on awning

REVISION #



FLAT ELEVATION

see AI for full scale



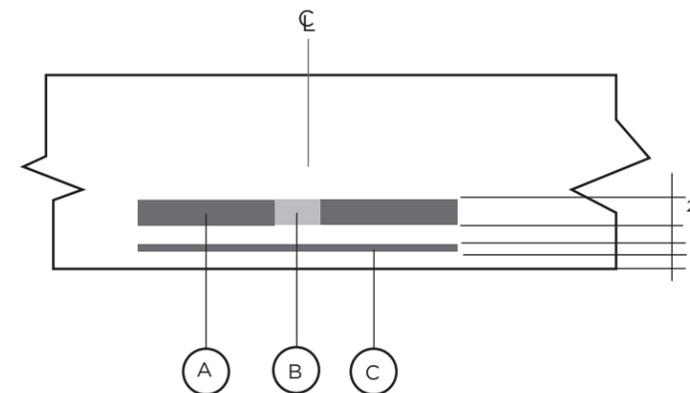
SIDE VIEW

Not to scale



BUILDING 5

West Elevation



PLAN VIEW

Not to scale



LARGE LOBBY VINYL SIGNS

Description
White frosted vinyl signs to identify lobbies on each building.

Square Footage
39ft²

SIGNAGE CODE + TYPE

S4
LARGE LOBBY VINYL SIGNS
 MATERIALS/COLORS/FINISHES

- (A) • Frosted high-performance vinyl
- White

- (B) • Window Mullion

TYPEFACES

Museo 300
 Museo 700

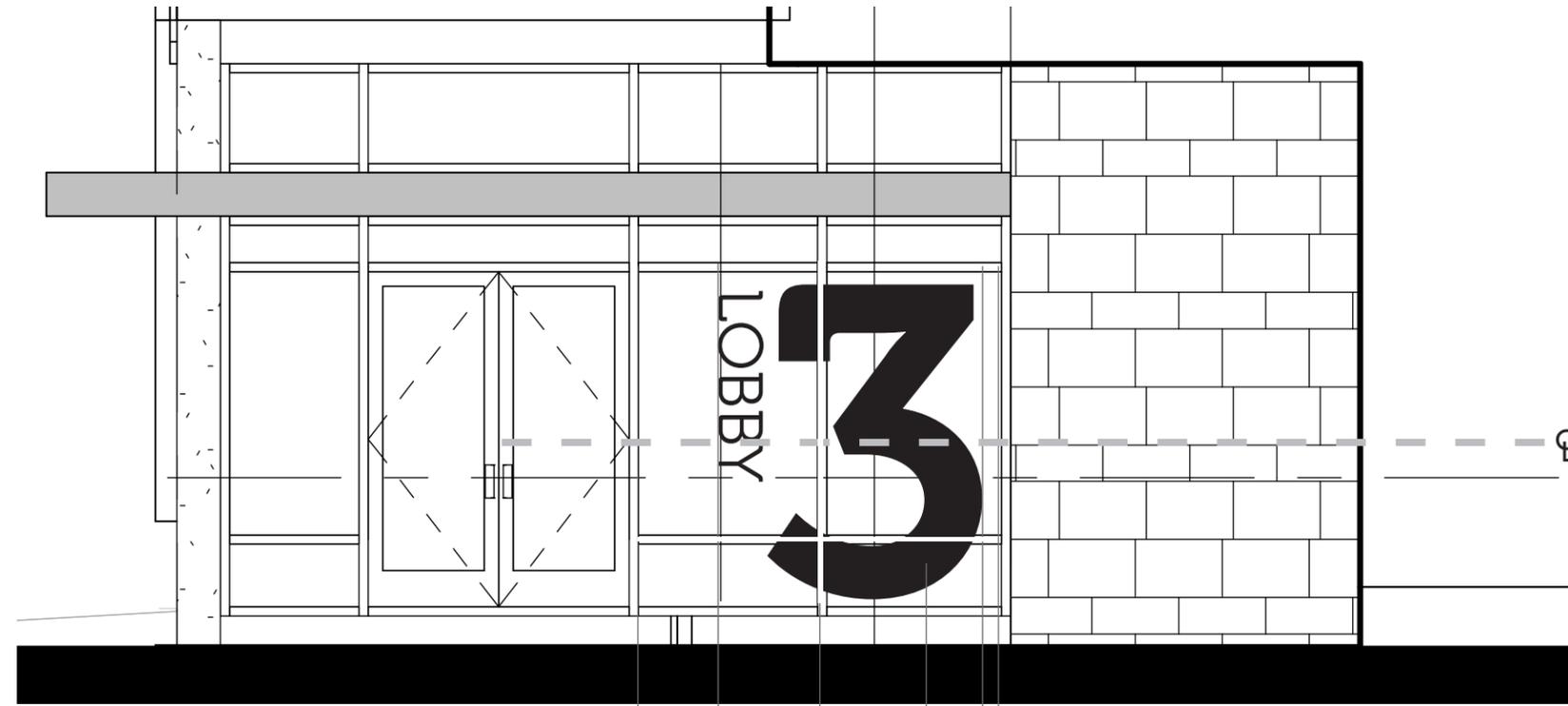
INSTALLATION

Lobby Identification sign is applied to window surface, centered vertically based on height of door. 24" from door frame.

ILLUMINATION

none

REVISION #



FLAT ELEVATION
 see AI file for full scale

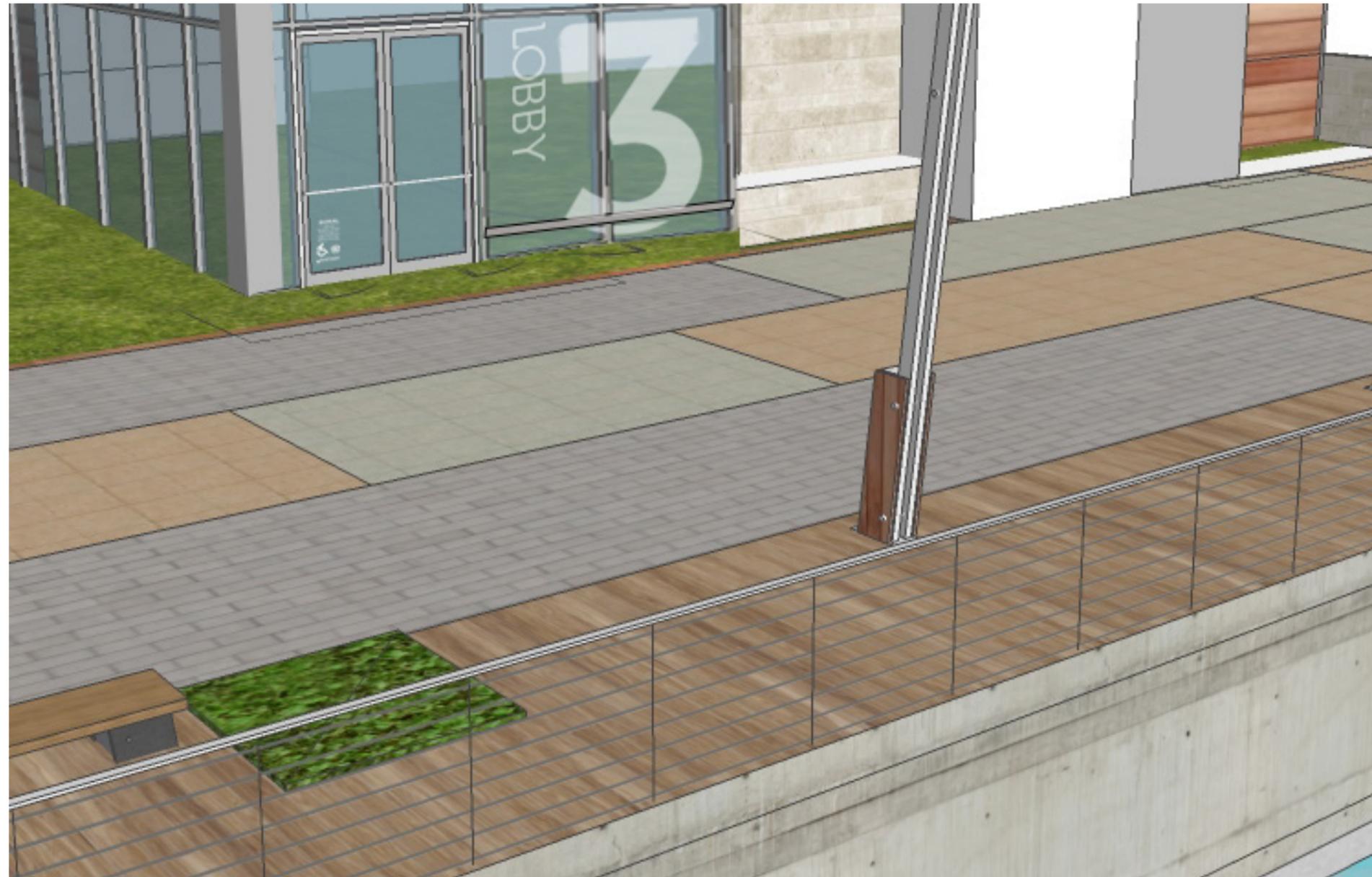
VARIOUS VINYL SIGNS

Description

White frosted vinyl on entrance to each building. Includes handicap accessible symbol, Equal Housing Opportunity, and Prop 65.

Square Footage

1-1/2ft²



SIGNAGE CODE + TYPE

S4
VARIOUS VINYL SIGNS

MATERIALS/COLORS/FINISHES

- (A) • High-performance frosted vinyl
- White

TYPEFACES

Museo 500
 Museo 700

INSTALLATION

Attach vinyl to window on door flush left, on the left hand door (if two doors at entrance), or on the left side of the door (if one door), 2" from the left and bottom mullion.

ILLUMINATION

None

REVISION #



FLAT ELEVATION

1/2"=1"



12-1/2"



Parking Signage

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DCB - MARINA DEL REY



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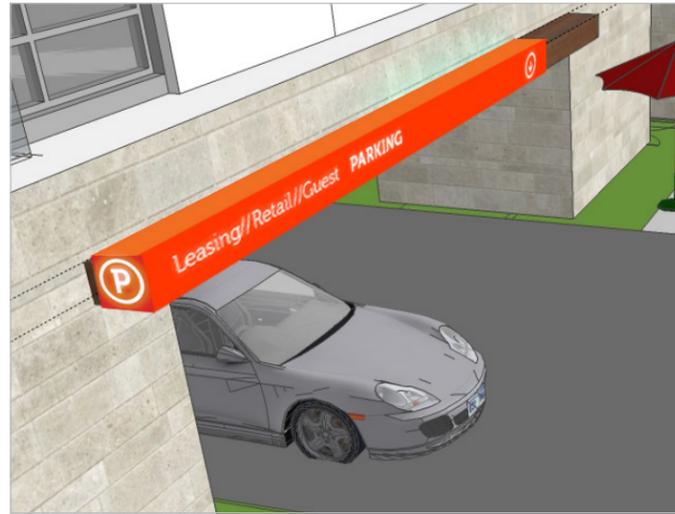
PUBLIC PARKING SIGNAGE

Description

Fabricated 3D box with internal illumination mounted to awning above parking garage opening.

Square Footage

55ft²



SIGNAGE CODE + TYPE

S5
LEASING/RETAIL/GUEST PARKING

MATERIALS/COLORS/FINISHES

- (A) • Illuminated cabinet with aluminum face
 • Painted MP10843 Chinese Red
- (B) • Letters cut out of aluminum
 • White acrylic backing
- (C) • J-Box
- (D) • Conduit

TYPEFACES

- Museo 300
- Museo 500
- Museo 700

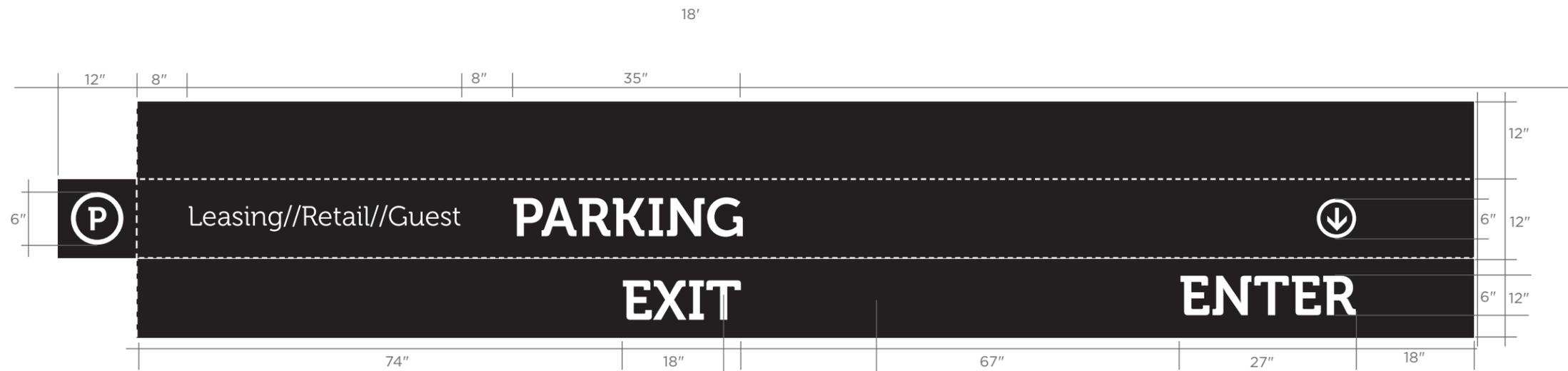
INSTALLATION

Letters are cut out of aluminum box and backed with white acrylic. Frame is built around awning, and aluminum box wraps frame.

ILLUMINATION

INTERNAL ILLUMINATION

REVISION #

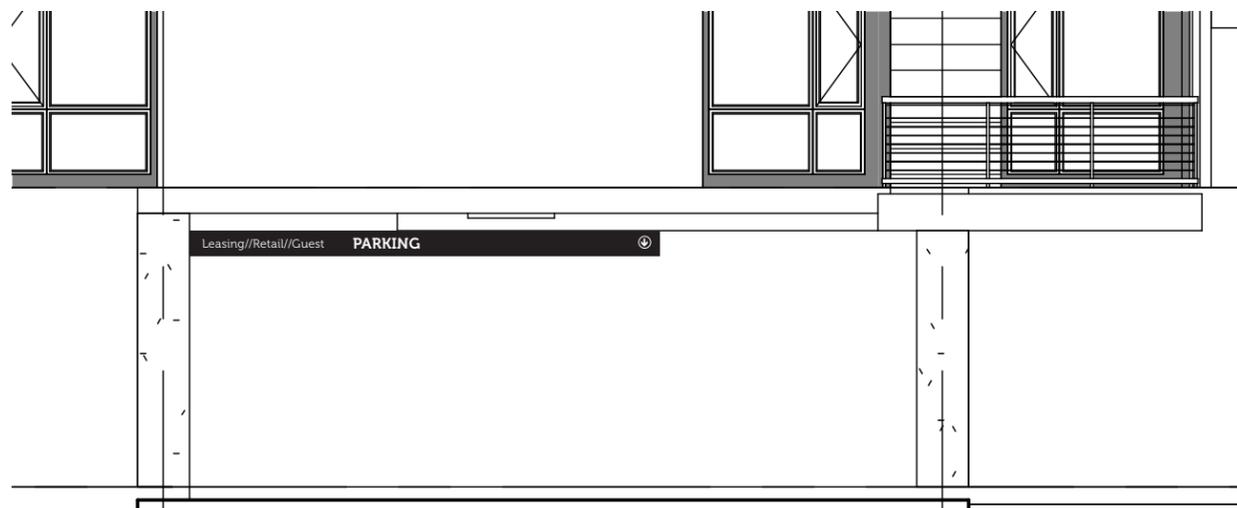


FLAT ELEVATION

see AI file for 50% scale

(B) (A)

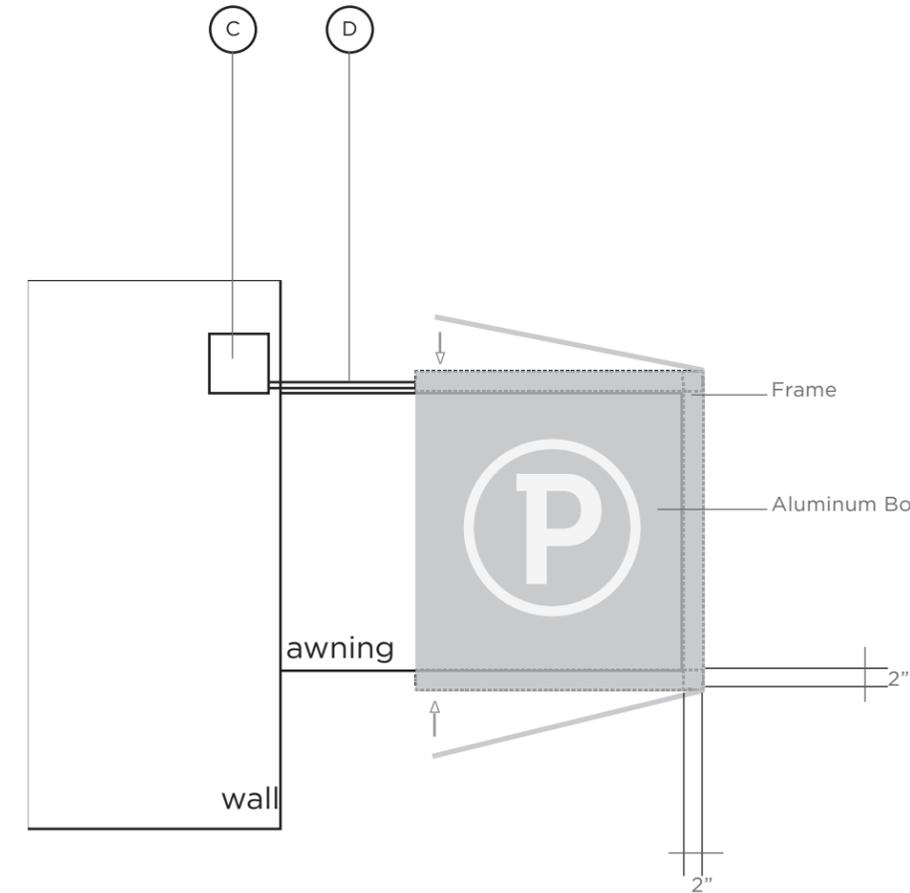
(C) (D)



BUILDING 6

BUILDING 4

South Facing Garage Opening North Facing Garage Opening



SIDE VIEW

Not to Scale



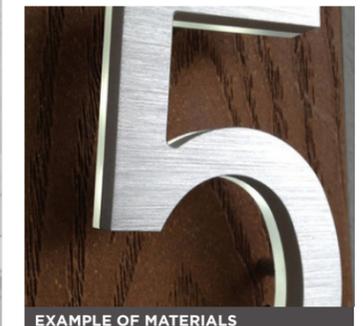
RESIDENT PARKING + BOAT SLIP PARKING

Description

8" tall, 3D extruded metal letterforms with halo lighting, attached to awning above the parking garage entry.

Square Footage

12ft²



EXAMPLE OF MATERIALS

approx. 13'9"

RESIDENT + MARINA PARKING

FLAT ELEVATION

see AI file for full scale



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SIGNAGE CODE + TYPE

S6
RESIDENT+MARINA PARKING

MATERIALS/COLORS/FINISHES

- (A) • 2"x8" extruded stainless steel letterform
- (B) • 1/2" threaded spacers

TYPEFACES

Museo 500

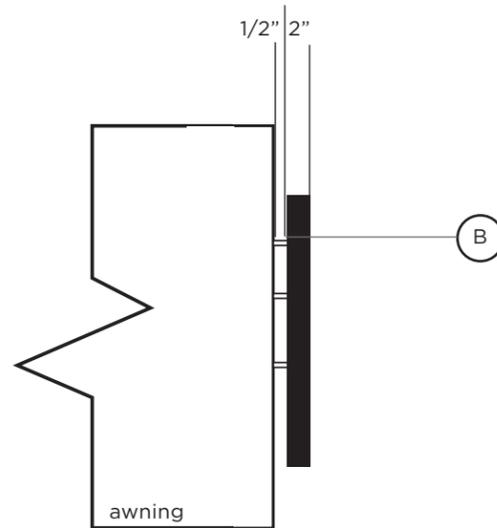
INSTALLATION

Pin mount letters to awning with 1/2" threaded spacers. Center vertically on awning and position 6" from left edge of awning.

ILLUMINATION

Halo-lit letterforms.

REVISION



SIDE VIEW

Not to scale



BUILDING TYPE B

East Elevation



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PARKING LIABILITY + ACCESSIBILITY

Description

Posted on wall outside of parking garages outlining parking rules, handicap accessibility, and contact information.

Square Footage
6-3/4 ft²



SIGNAGE CODE + TYPE

S7
LIABILITY + ACCESSIBILITY

MATERIALS/COLORS/FINISHES

- (A) • Reflective graphics
- (B) • 1/8" x 54" x 18" dibond
 • Painted MP 13915 Neptunian Grey
 • Weather coated
- (C) • 13" x 6" reflective background in red:
 Painted MP10843 Chinese Red

TYPEFACES

Helvetica Neue Light
 Helvetica Neue Bold

INSTALLATION

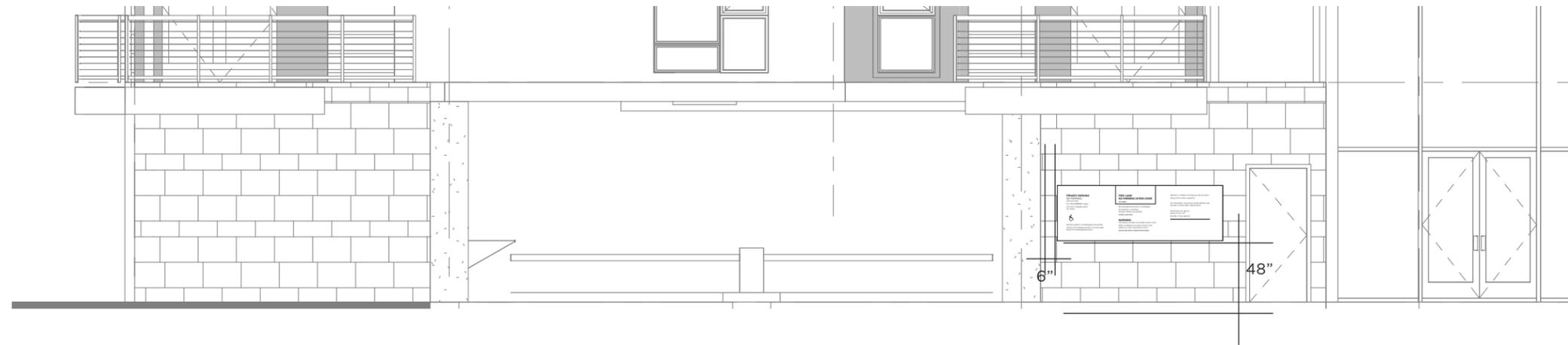
Mount sign to wall 48" from bottom of sign to finished floor, 6" from edge of concrete pillar. Place near all garage entrances.

Attach sign to wall using double sided foam tape and silicon adhesive, or equal

ILLUMINATION

none

REVISION #



BUILDING 4

South Elevation



FLAT ELEVATION

see AI file for full scale



HEIGHT RESTRICTION BAR

Description

Hanging bar at entrance to parking garages to inform drivers of maximum height inside garage.

Square Footage

2-2/3 ft²

SIGNAGE CODE + TYPE

P04
HEIGHT RESTRICTION BAR

MATERIALS/COLORS/FINISHES

- (A) • 4"x96"x4" capped square aluminum tube
- (B) • High quality vinyl letters
• black
- (C) • 10# galvanized chain

TYPEFACES

Helvetica Neue Bold

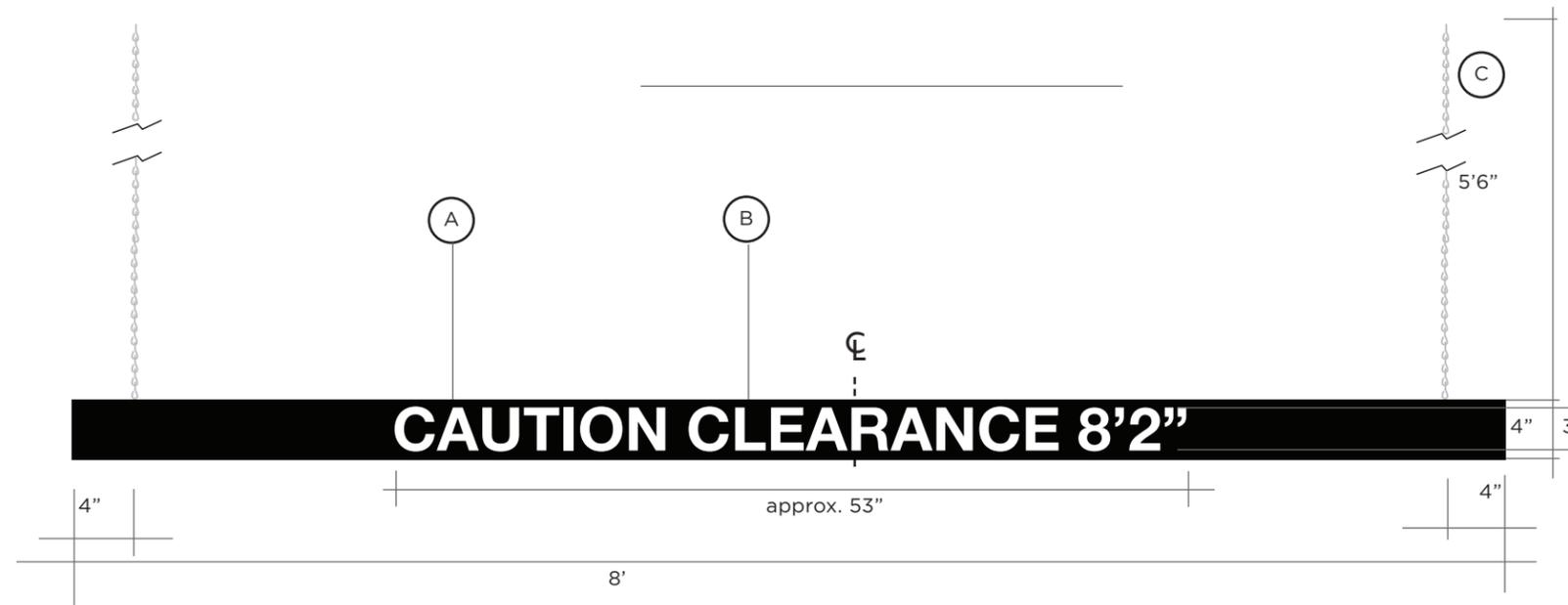
INSTALLATION

- 8'2" from the finished floor
- Use a galvanized L-bracket attached to awning with 3/8" Hilti Kwik Bolt or equivalent.
- 10# galvanized chain.
- 3/8" CAD-plated eye bolt and nut.
- Center text on bar horizontally and vertically
- Center bar over entry side of garage

ILLUMINATION

None

REVISION #



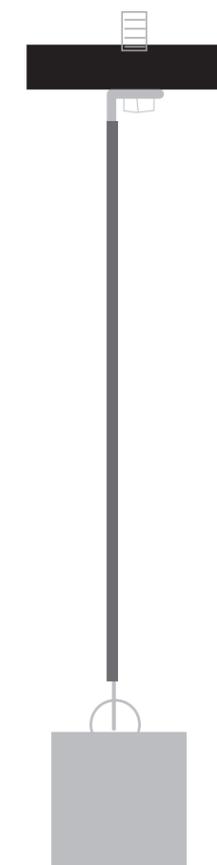
FLAT ELEVATION

see AI file for full scale



BUILDING TYPE B

East Elevation



SIDE VIEW

Not to scale

HANDICAP ACCESSIBILITY

Description

Signs posted in front of parking spaces reserved for handicapped patrons.

Square Footage

Sign: 1-1/2ft²

Sign + Van Accessible : 1-3/4ft²



SIGNAGE CODE + TYPE

S8
HC ACCESSIBILITY

MATERIALS/COLORS/FINISHES

- (A) • 12"x18" .080 Aluminum sign face
- Reflective blue background
- (B) • Reflective white text and symbol
- (C) • 3" round aluminum post, capped, or equal
- (D) • Threaded metal screws

TYPEFACES

Helvetica Neue Light
 Helvetica Neue Bold

INSTALLATION

For **post installation**, mount sign to post using screws. Plate mount to concrete, at least 3" below grade, making base of sign 60" from finished floor.

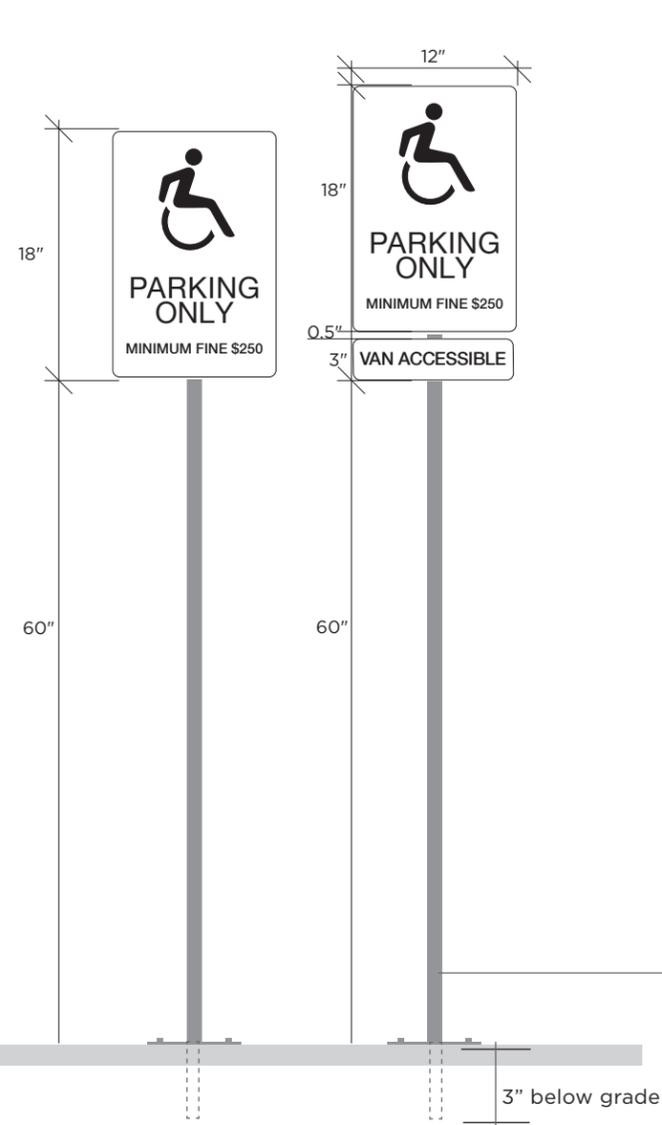
For **wall installation**, install using double sided foam tape and silicon adhesive as needed, making base of sign 60" from finished floor.

ILLUMINATION

none

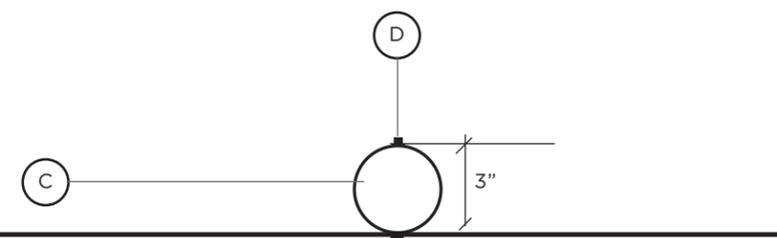


REVISION #



FLAT ELEVATION

1/4" = 1" - see AI file for full scale



POLE MOUNT PLAN VIEW

Not to scale

VARIOUS PARKING SIGNS

Description

Signs posted at the front of spots reserved for the Post Office or future tenants.

Square Footage

1 ft²



SIGNAGE CODE + TYPE

S8
**VARIOUS
 PARKING SIGNS**

MATERIALS/COLORS/FINISHES

- (A) 12"x12" .080 Aluminum sign face
Painted MP10843 Chinese Red
- (B) surface print
white
Clear coat
- (C) 3" round aluminum post, capped, or
equal
- (D) Threaded metal screws

TYPEFACES

Museo 300
 Museo 500
 Museo 700

INSTALLATION

Mount sign to post using screws,
 mount plate to concrete at least 3"
 below grade, making top of sign 30"
 from finished floor.

ILLUMINATION

none



REVISION #



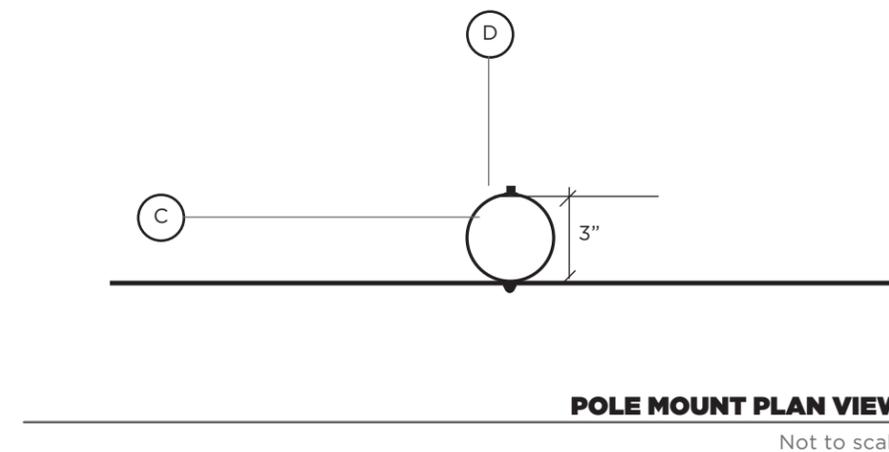
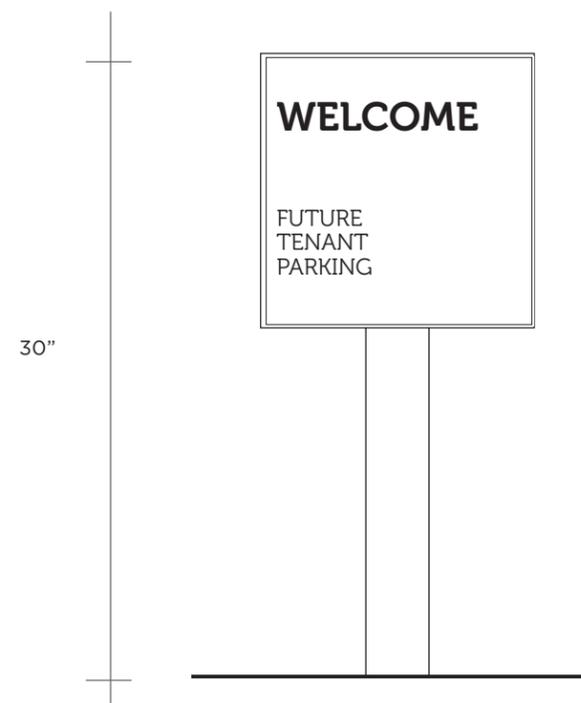
FLAT ELEVATION

see AI file for full scale



FLAT ELEVATION

see AI file for full scale



POLE MOUNT PLAN VIEW

Not to scale

Public Wayfinding

AMLI-MDR

DCB - MARINA DEL REY



AMLI-Residential
3090 Bristol Street, Suite 260
Costa Mesa, CA 92626

AMLI-MDR | Signage
Via Marina & Panay Way
Marina del Rey, CA

Marina del Rey
DESIGN CONTROL BOARD PRESENTATION

August 23, 2016 | JOB NO. 2013-075



Prepared by
TCA Graphic Design Studio

EXTERIOR WAYFINDING

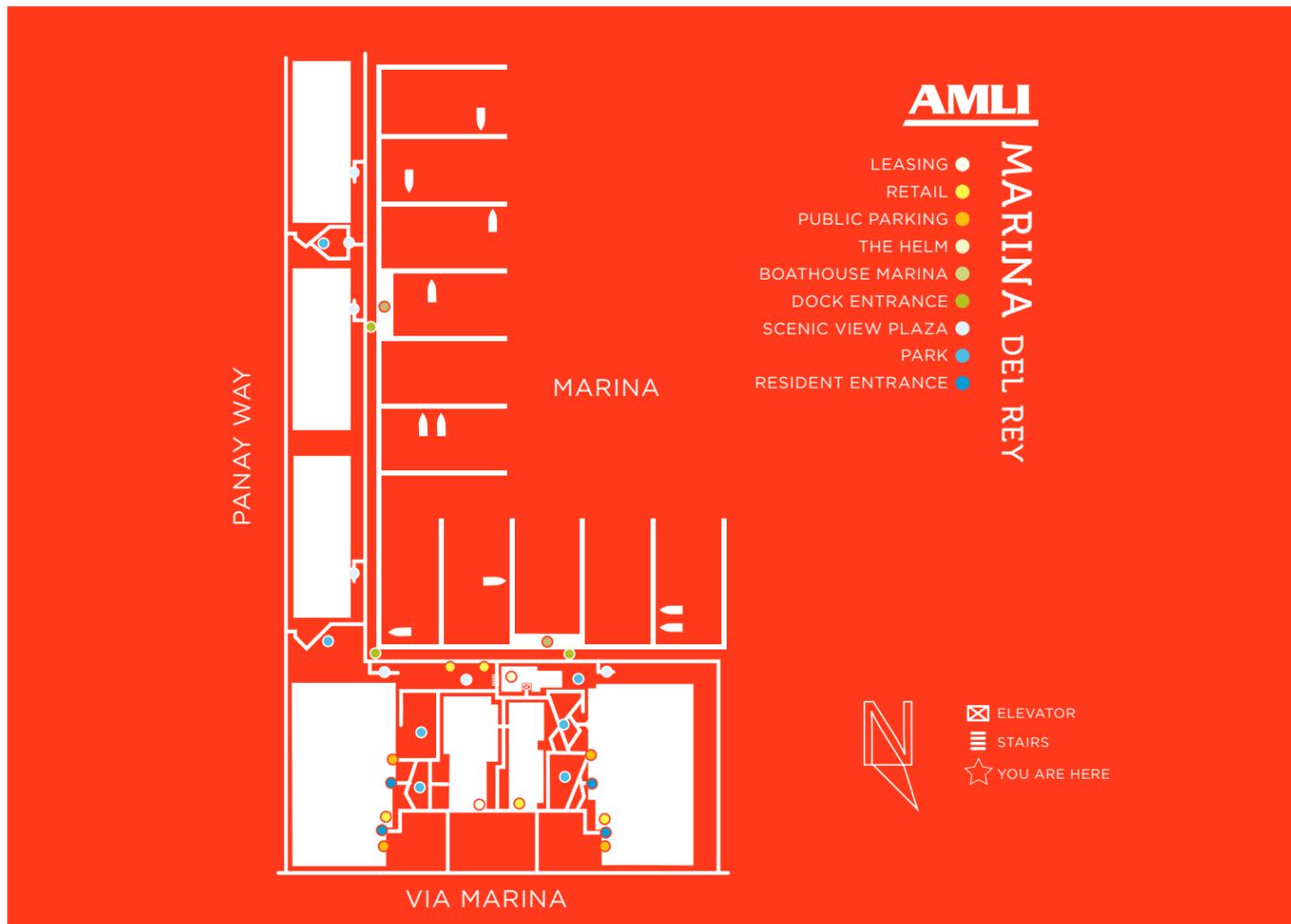
Description

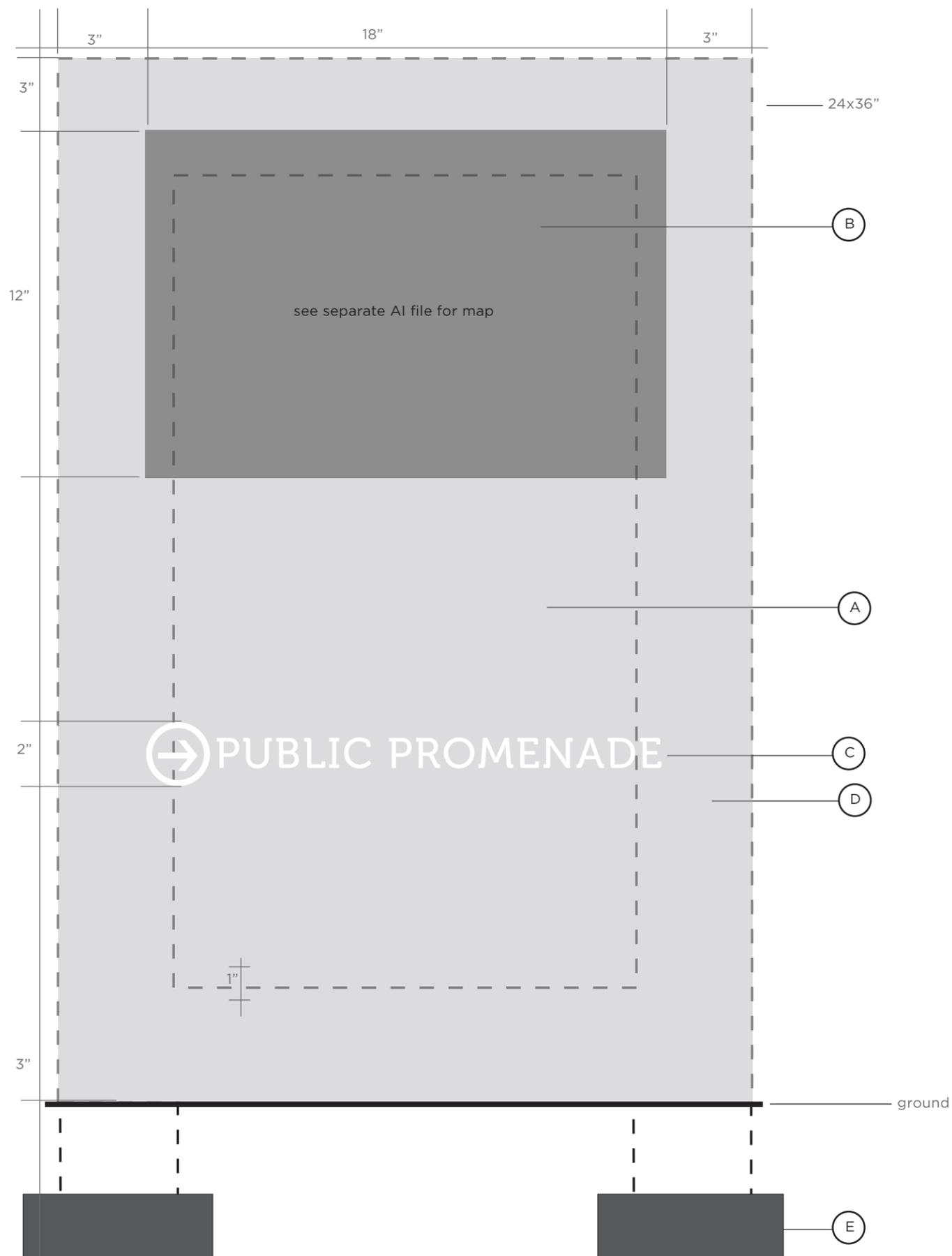
Aluminum signs posted strategically throughout property to direct visitors to points of interest, as well as a directional to walkable promenade

Square Footage

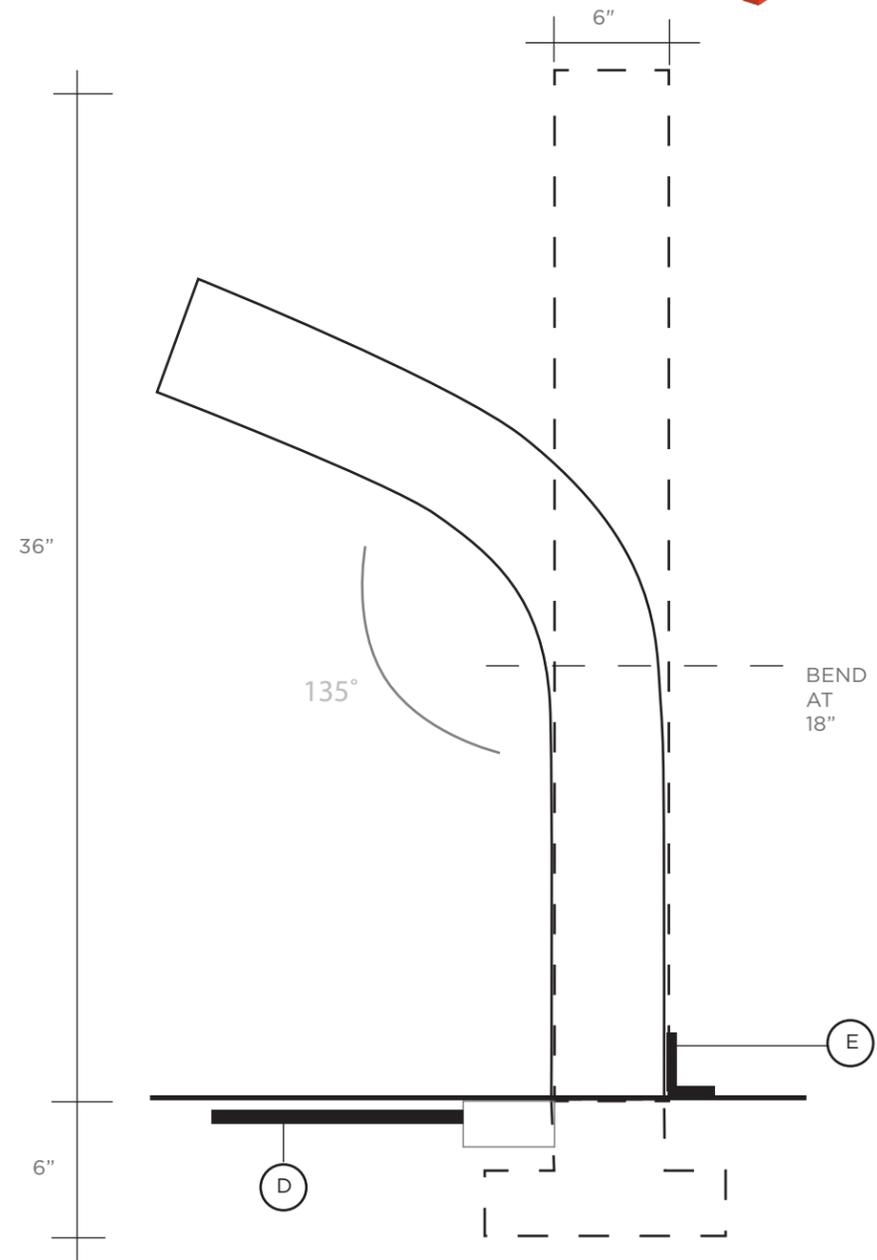
Sign: 5-3/4 ft²

Map: 1-1/2 ft²





FLAT ELEVATION
see AI for full scale



SIDE VIEW
not to scale

SIGNAGE CODE + TYPE

S14
EXTERIOR WAYFINDING

MATERIALS/COLORS/FINISHES

- (A) • Painted MP10843 Chinese Red .080 Aluminum clear coat finish
- (B) • Wayfinding Map subsurface print on clear acrylic - mounted to face with 1/2 spacers
- (C) • Cut through letters with white acrylic backing and LED black-light
- (D) • 4" Aluminum frame
- (E) • Concrete base at least 6" below grade or L-bracket bolted to hard-scape
- (D) • J-box and conduit

TYPEFACES

- Museo 300
- Museo 700
- Helvetica Neue Light
- Helvetica Neue Bold

INSTALLATION

Soft-scape Installation - Concrete footer poured at least 6" below ground with metal frame bolted to footer below surface.

Hard-scape Installation - Use L-brackets at each corner on both sides bolt to sign and finished floor.

ILLUMINATION

Internal illumination LED white

REVISION #

Address Signage

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DCB - MARINA DEL REY



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Marina del Rey, CA

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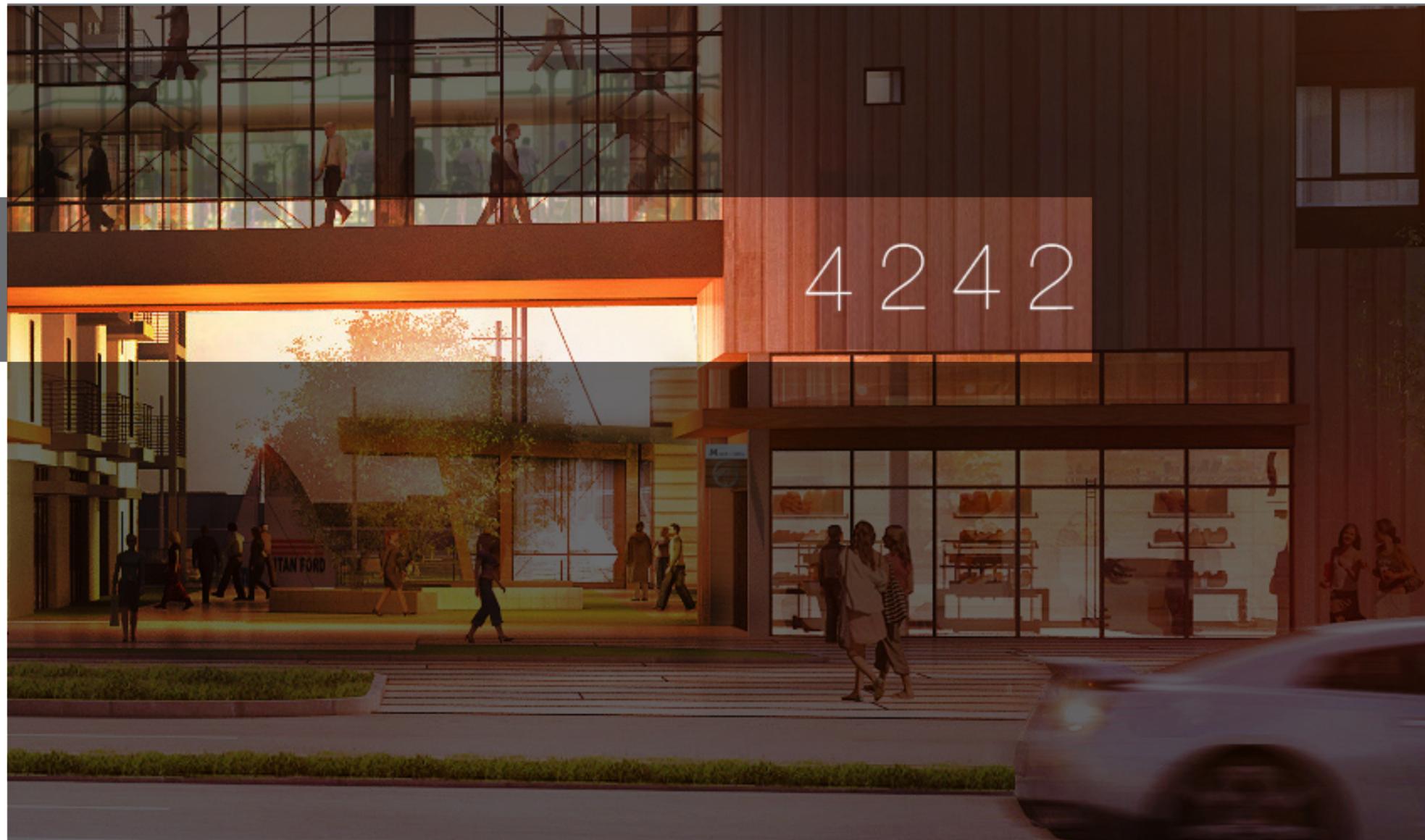
WALL MOUNT ADDRESS

Description

Large stainless steel numbers indicating address of each building (street side).

Square Footage

31-1/2 ft²



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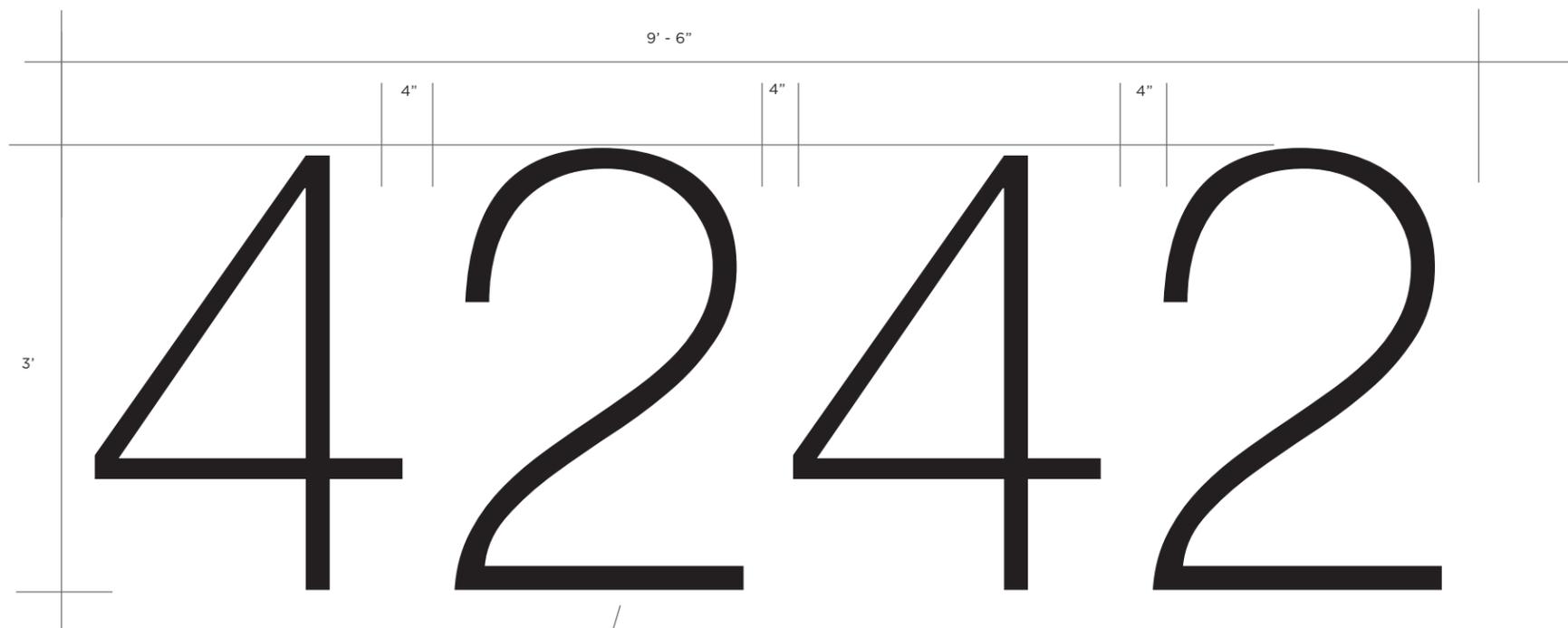
AMLI-MDR | Signage
Via Marina & Panay Way
Marina del Rey, CA

Marina del Rey
DESIGN CONTROL BOARD PRESENTATION

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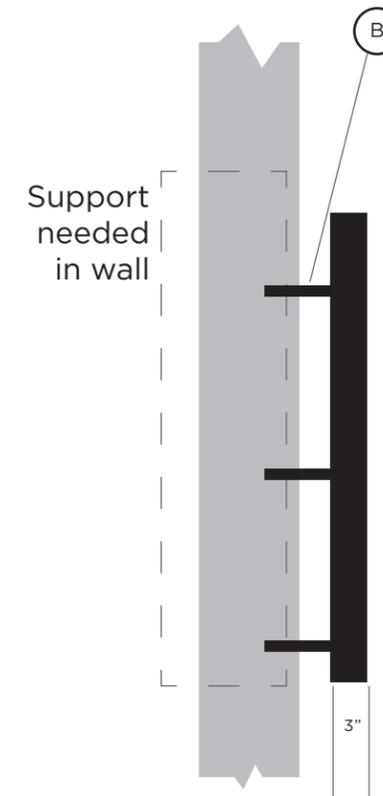
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FLAT ELEVATION

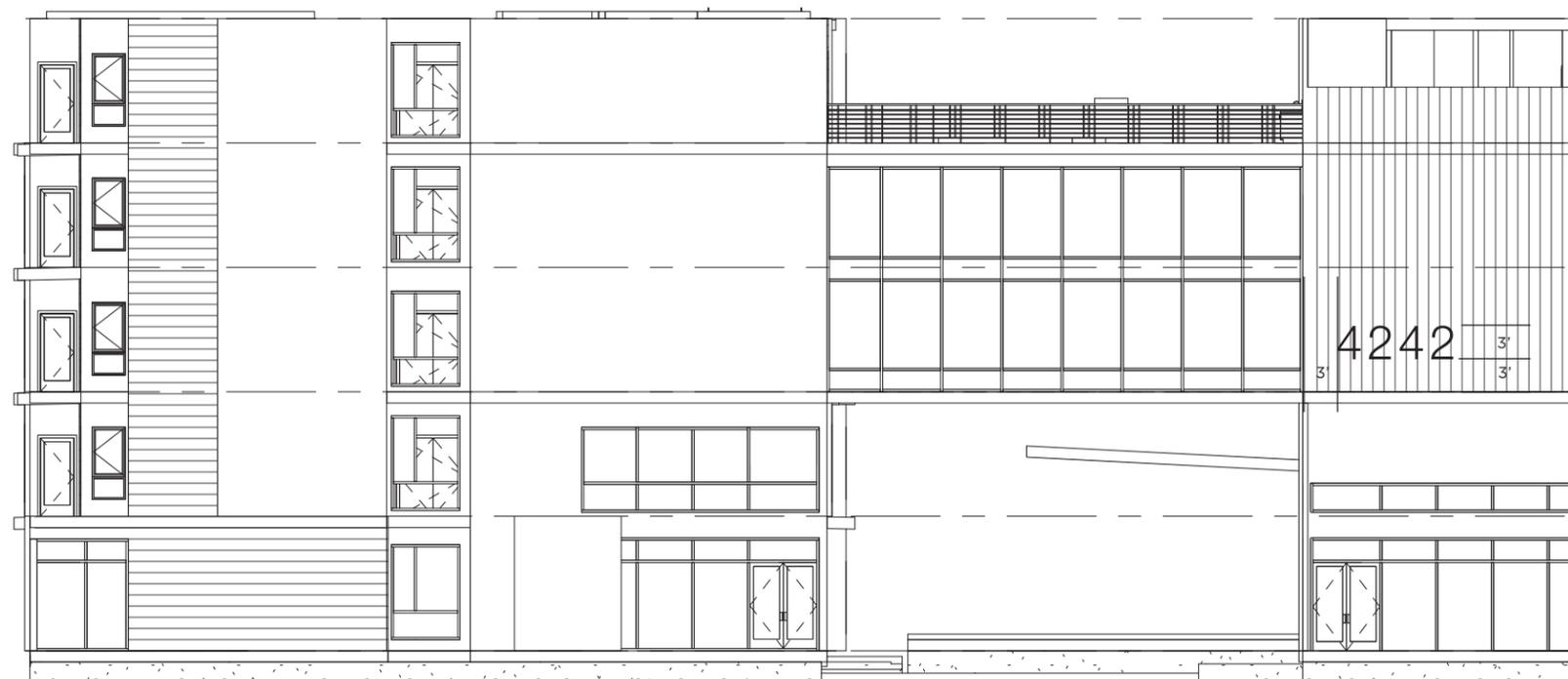
See AI file for correct scale

A



SIDE VIEW

Not to scale



4 BLDG 5 -West Elevation

1/16" = 1'-0"

SIGNAGE CODE + TYPE

WALL MOUNT ADDRESS

MATERIALS/COLORS/FINISHES

- A • 3" deep fabricated stainless steel letterform
- B • 1/2" Rounded threaded spacers

TYPEFACES

Helvetica Neue Light

INSTALLATION

Pin Mount to Stone Veneer or wood with 1/2" rounded spacers

ILLUMINATION

none

REVISION #



AWNING MOUNT ADDRESS

Description

Stainless steel numbers mounted on top of awning indicating address of each building (marina side).

Square Footage

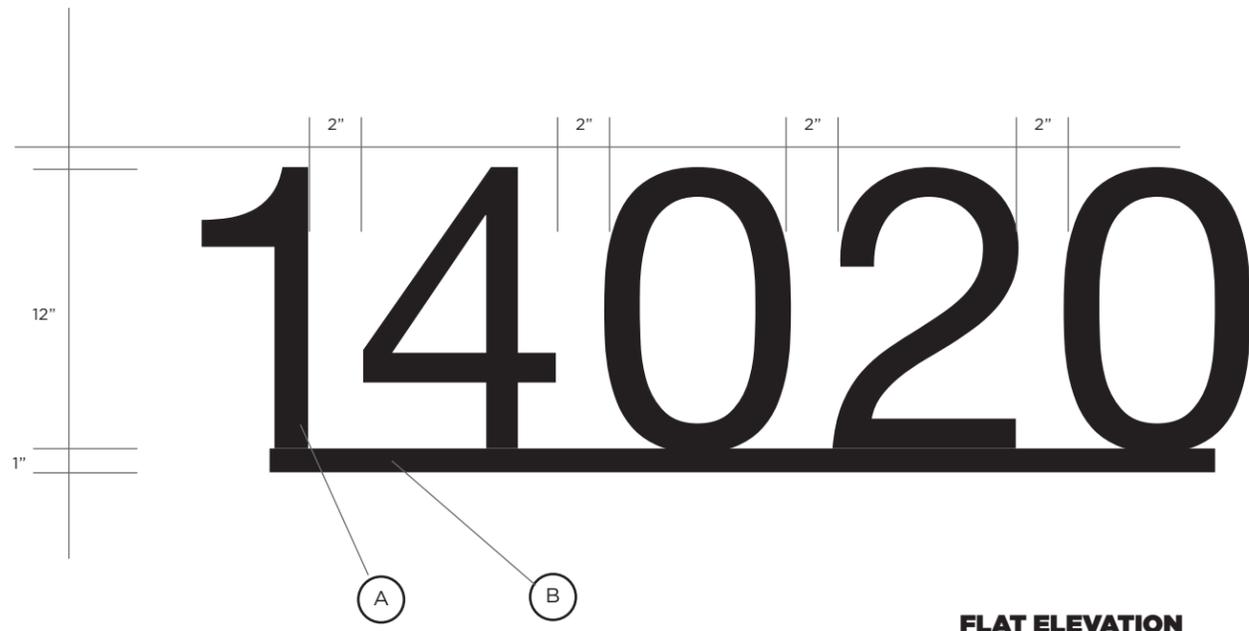
5 ft²

SIGNAGE CODE + TYPE

S16
AWNING MOUNT ADDRESS

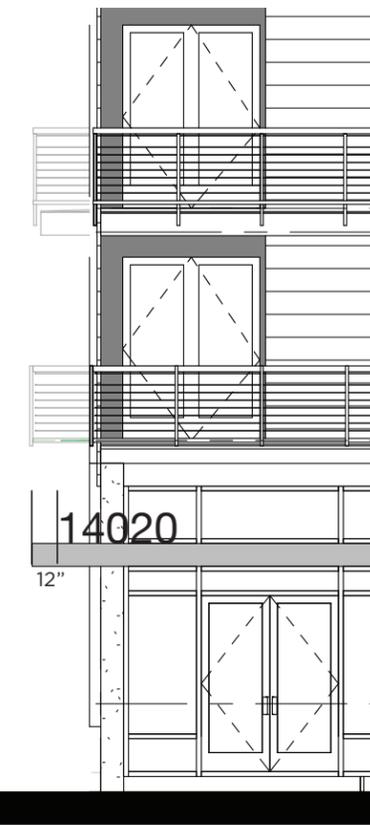
MATERIALS/COLORS/FINISHES

- (A) • 2" fabricated stainless steel letterform
- (B) • Mounting bar, 2"x6" square tube



FLAT ELEVATION

see AI file for correct scale



BUILDING 1, 2, 3

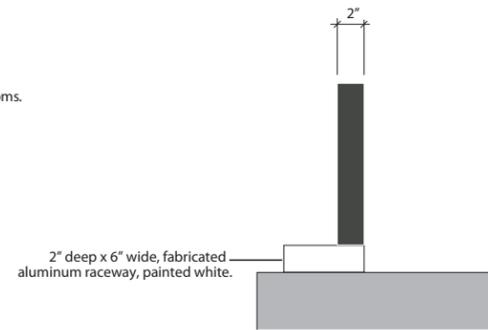
South Elevation (Marina Facing)



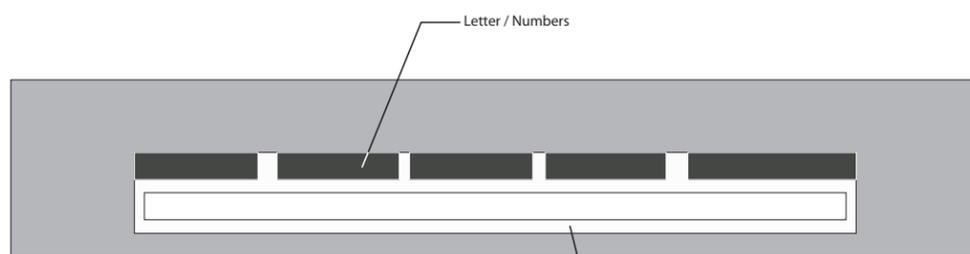
Front View - Address Numbers on Existing Awning
 Scale: 1/8" = 1"
 Sign Type: M01

NOTE:
 Rounded letters have flat bottoms.

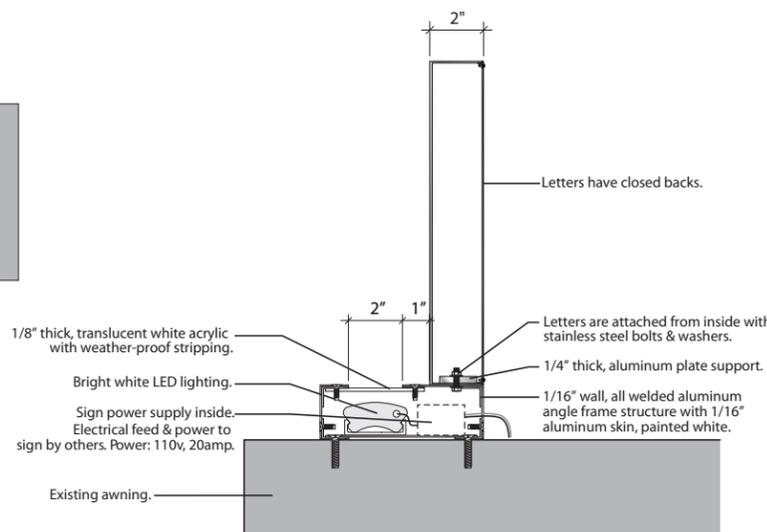
Fabricated aluminum letters.
 Epoxy clear coat



Side View
 Scale: 1/8" = 1"



Top View - Address Numbers on Existing Awning
 Scale: 1/8" = 1"



Section View - Mounting Details
 Scale: 3" = 1'-0"

TYPEFACES

Helvetica Neue Regular

INSTALLATION

Bolt numbers to stabilizing bar and attach bar to framed awning 12" from left end of awning

ILLUMINATION

LED strip lighting is glued 1" in front of numbers on awning

REVISION #



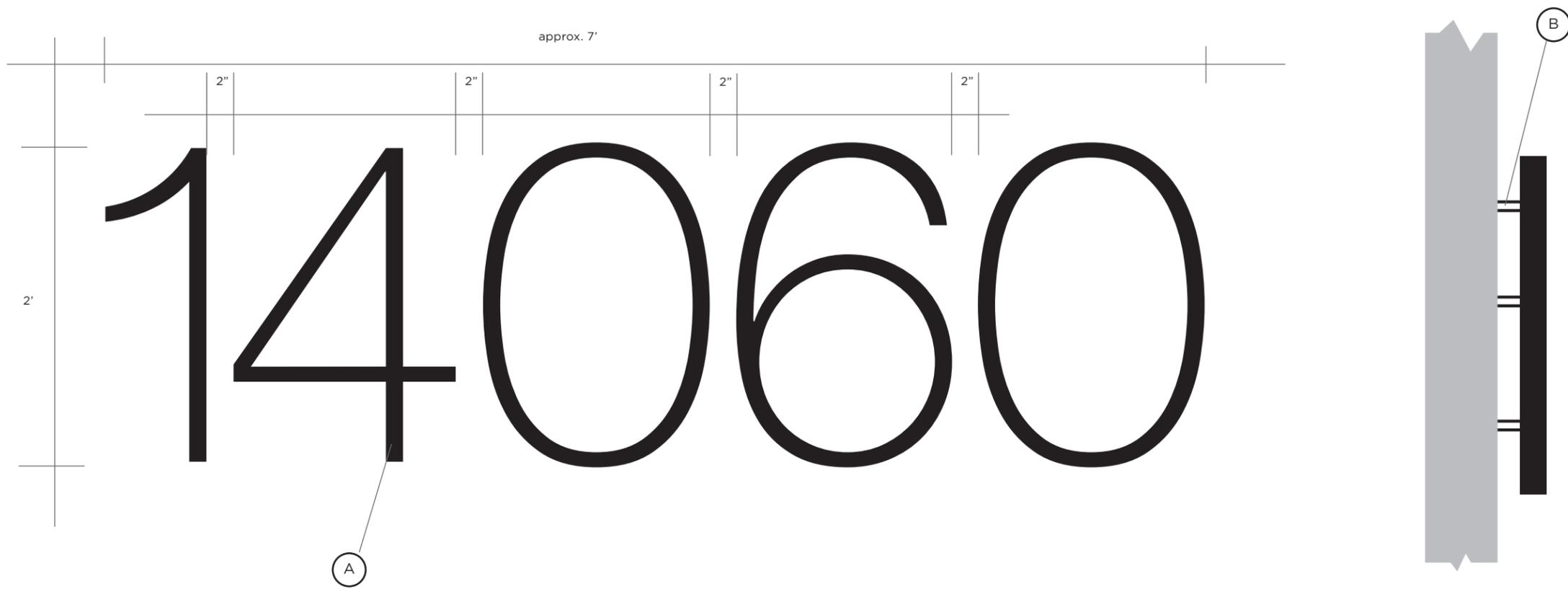
WALL MOUNT ADDRESS

Description

Large stainless steel numbers mounted to the wall next to the entrance of each parking garage to indicate address of each building. (Street side)

Square Footage

14 ft²



FLAT ELEVATION

see AI file for full scale

SIDE VIEW

Not to scale

SIGNAGE CODE + TYPE

M09
WALL MOUNT ADDRESS

MATERIALS/COLORS/FINISHES

- (A) • 1" deep fabricated stainless steel letterform
- (B) • 1/2" Rounded threaded spacers

TYPEFACES

Helvetica Neue Light

INSTALLATION

Pin Mount to Stone Veneer or wood with 1/2" rounded spacers

ILLUMINATION

none

REVISION #



ADDRESSES ON PANAY WAY

North Elevation



ADDRESSES ON BUILDING 4 AND 6

West Elevation

Marina Signage

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DCB - MARINA DEL REY



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Costa Mesa, CA 92626

AMLI-MDR | Signage
Via Marina & Panay Way
Marina del Rey, CA

Marina del Rey
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August 23, 2016 | JOB NO. 2013-075

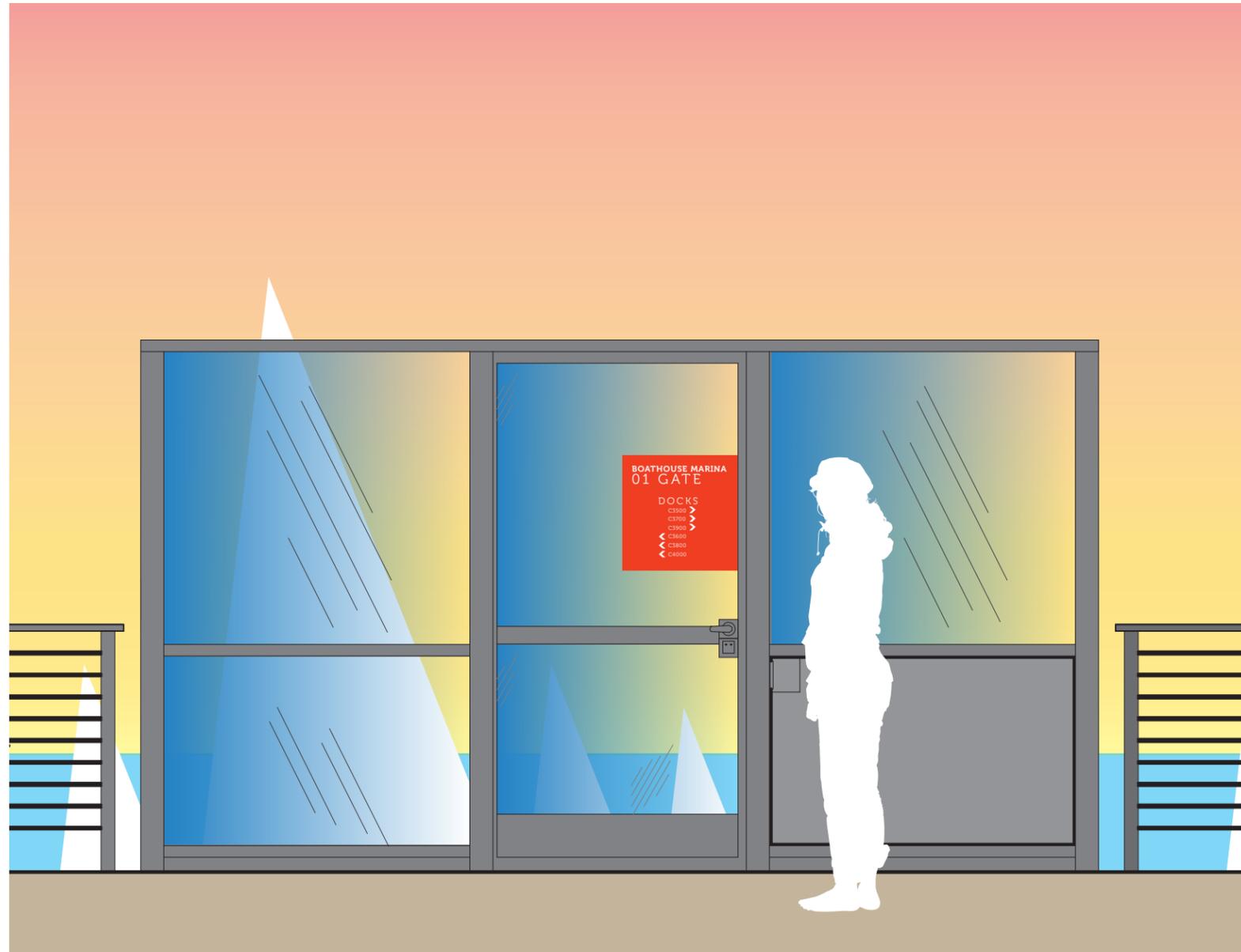


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BOATHOUSE MARINA 01 GATE

DOCKS

- C3500 >
- C3700 >
- C3900 >
- < C3600
- < C3800
- < C4000



GANGWAY SIGN + WAYFINDING

Description

Aluminum sign posted on entryways to the gangway to direct users to correct docks.

Square Footage

1 ft²

SIGNAGE CODE + TYPE

M18
GANGWAY SIGN + WAYFINDING

MATERIALS/COLORS/FINISHES

- (A) • 1/8" Aluminum
 Painted MP10843 Chinese Red
 • Clear-coat UV
- (B) • Reflective graphic
 • white

TYPEFACES

Museo 700
 Museo 300

INSTALLATION

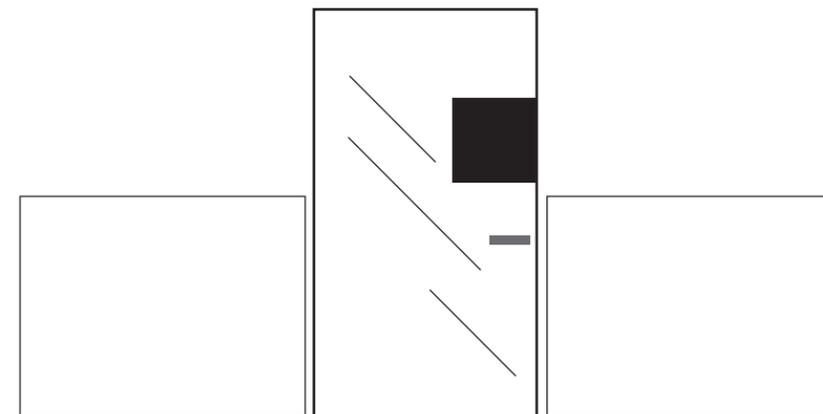
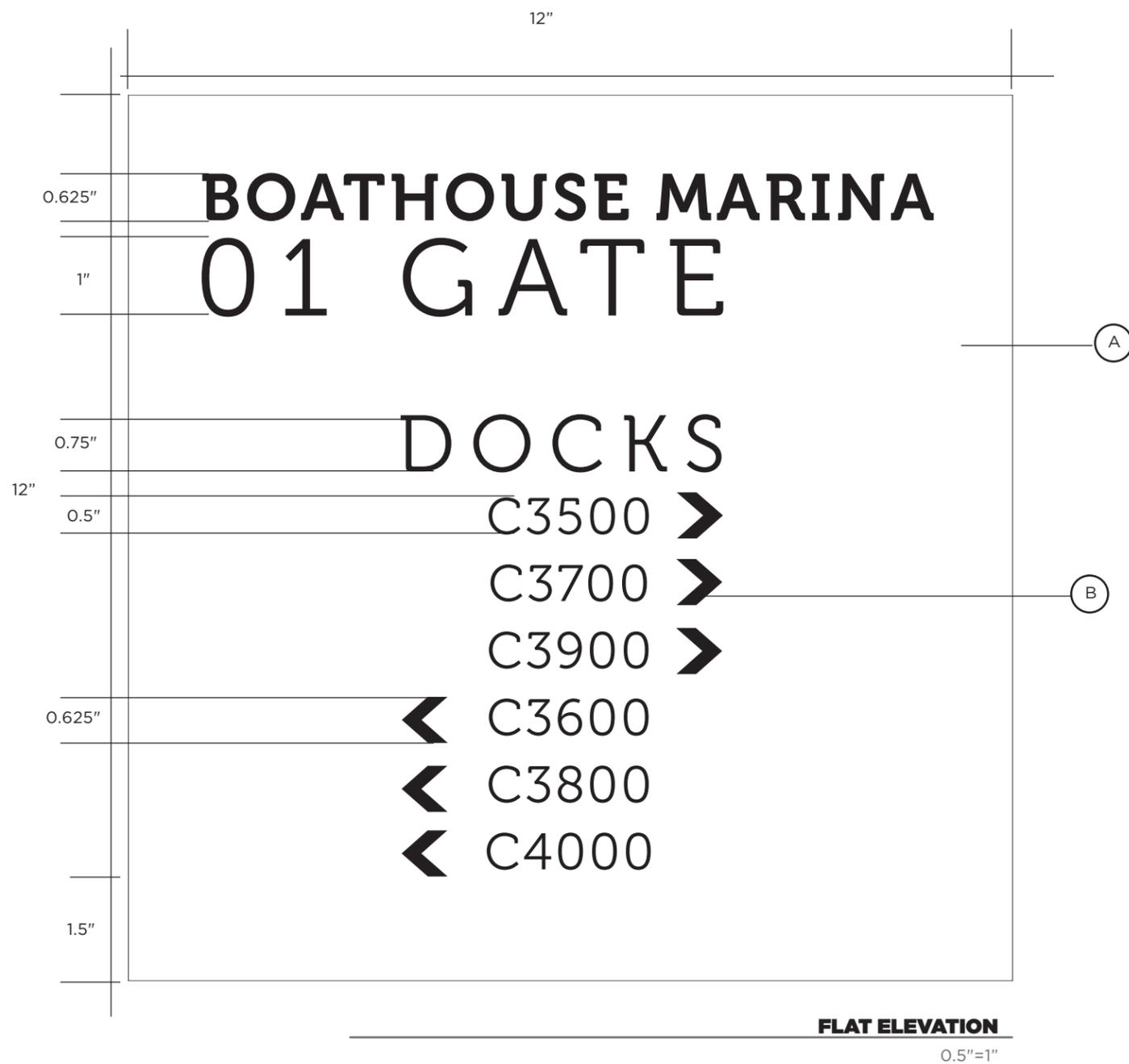
Mount sign to wall using double stick foam tape and epoxy glue or equal. Mount from bottom of sign at 48" from finished floor on strike side of the door, 5" from door frame.

Finish Back with same.

ILLUMINATION

none

REVISION #





DOCK PILE IDENTIFICATION

Description

Aluminum signs posted on dock piles for identification purposes.

Square Footage

3 ft²

SIGNAGE CODE + TYPE

**S18
 DOCK PILE**

MATERIALS/COLORS/FINISHES

- (A) • 2" cement bolt or equal
- (B) • 1/8" Dibond
 • Painted MP 10843 Chinese Red
 • Clear-coat UV
- (C) • Reflective graphic
 • white
- (D) • Shell Illustration surface applied
 reflective artwork (**Art Files
 included for shell illustration**)

TYPEFACES

Museo 500

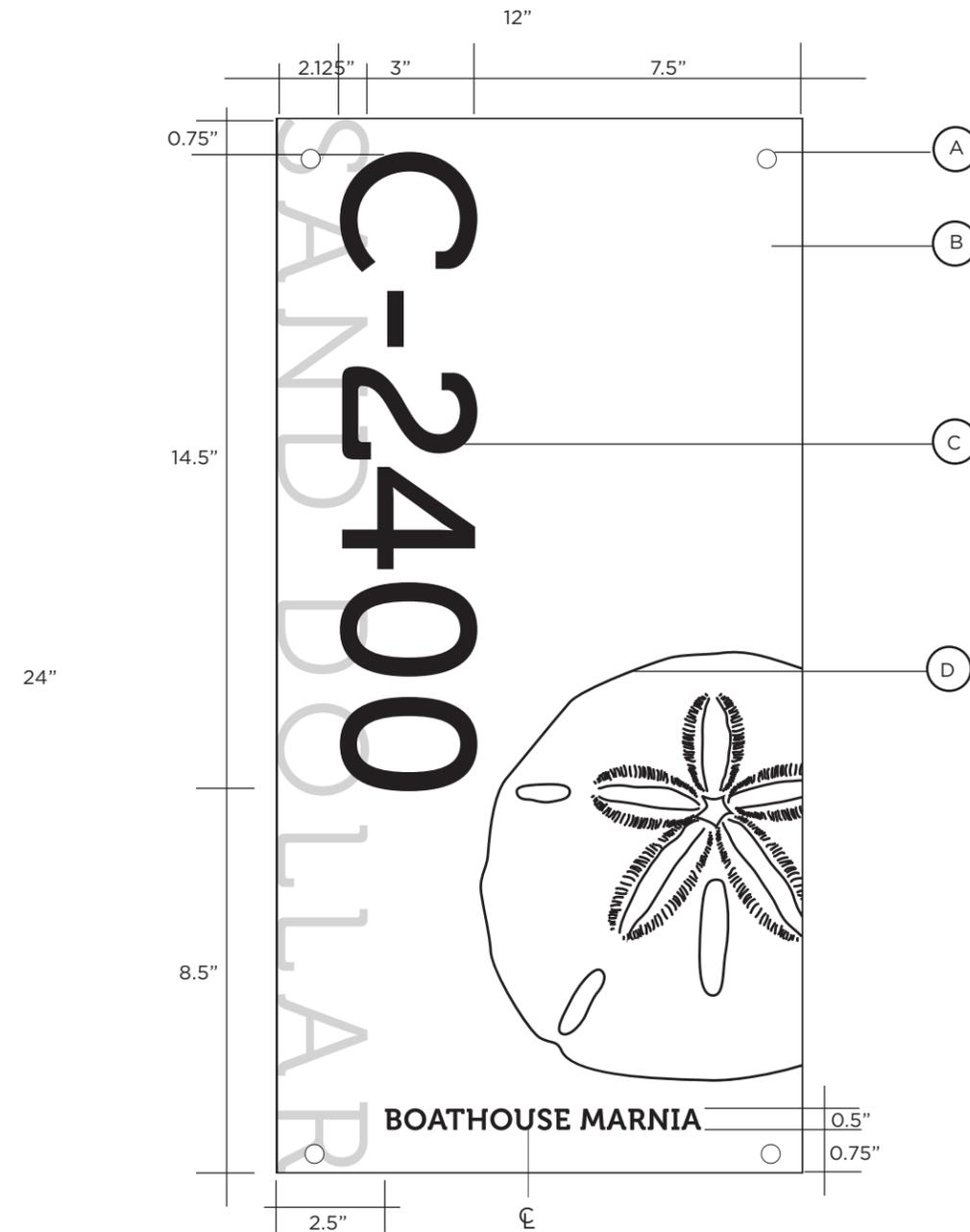
INSTALLATION

Bolt sign to pile 6" from top of sign to top of dock pile or cap bottom.

ILLUMINATION

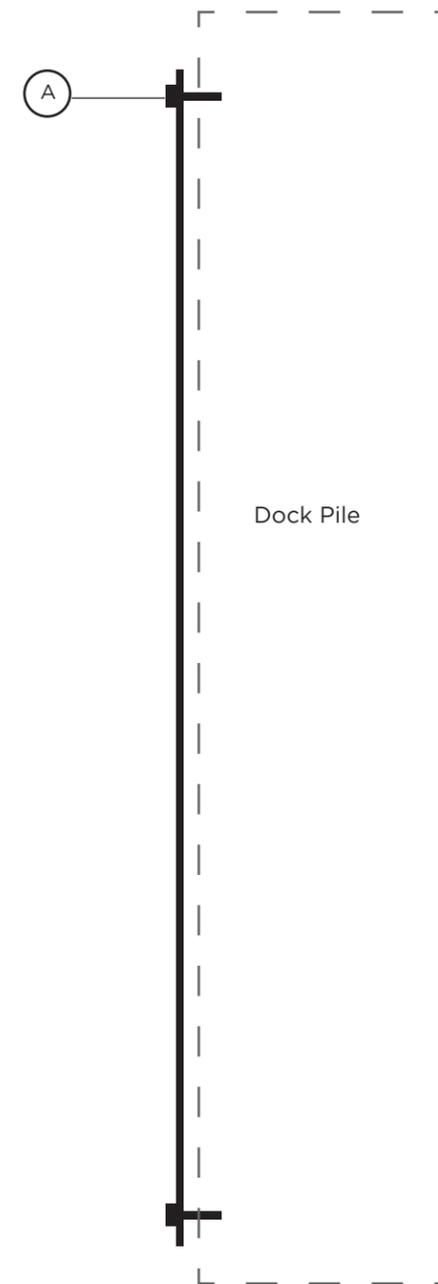
none

REVISION #



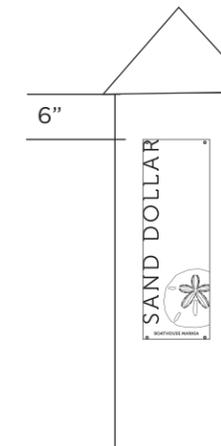
FLAT ELEVATION

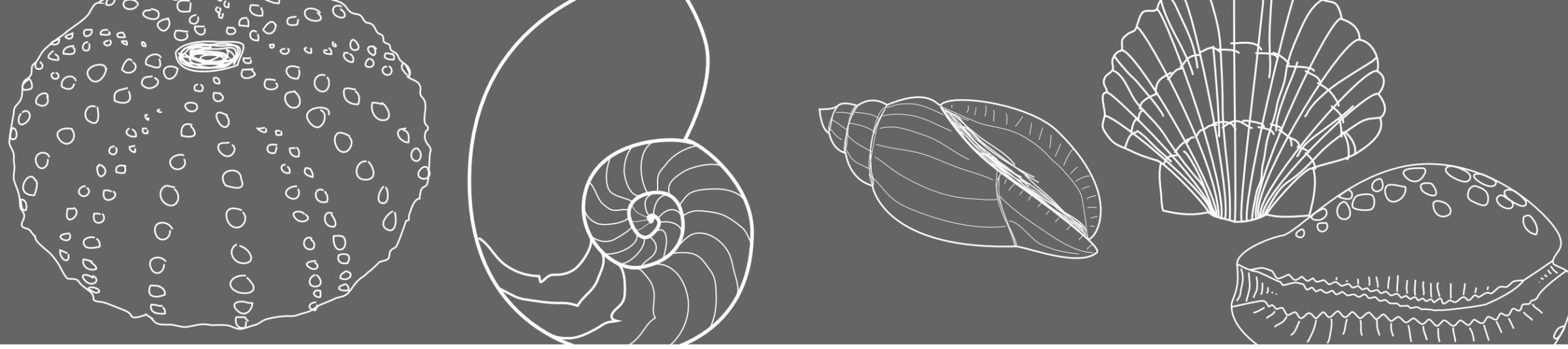
0.25"=1"



SIDE VIEW

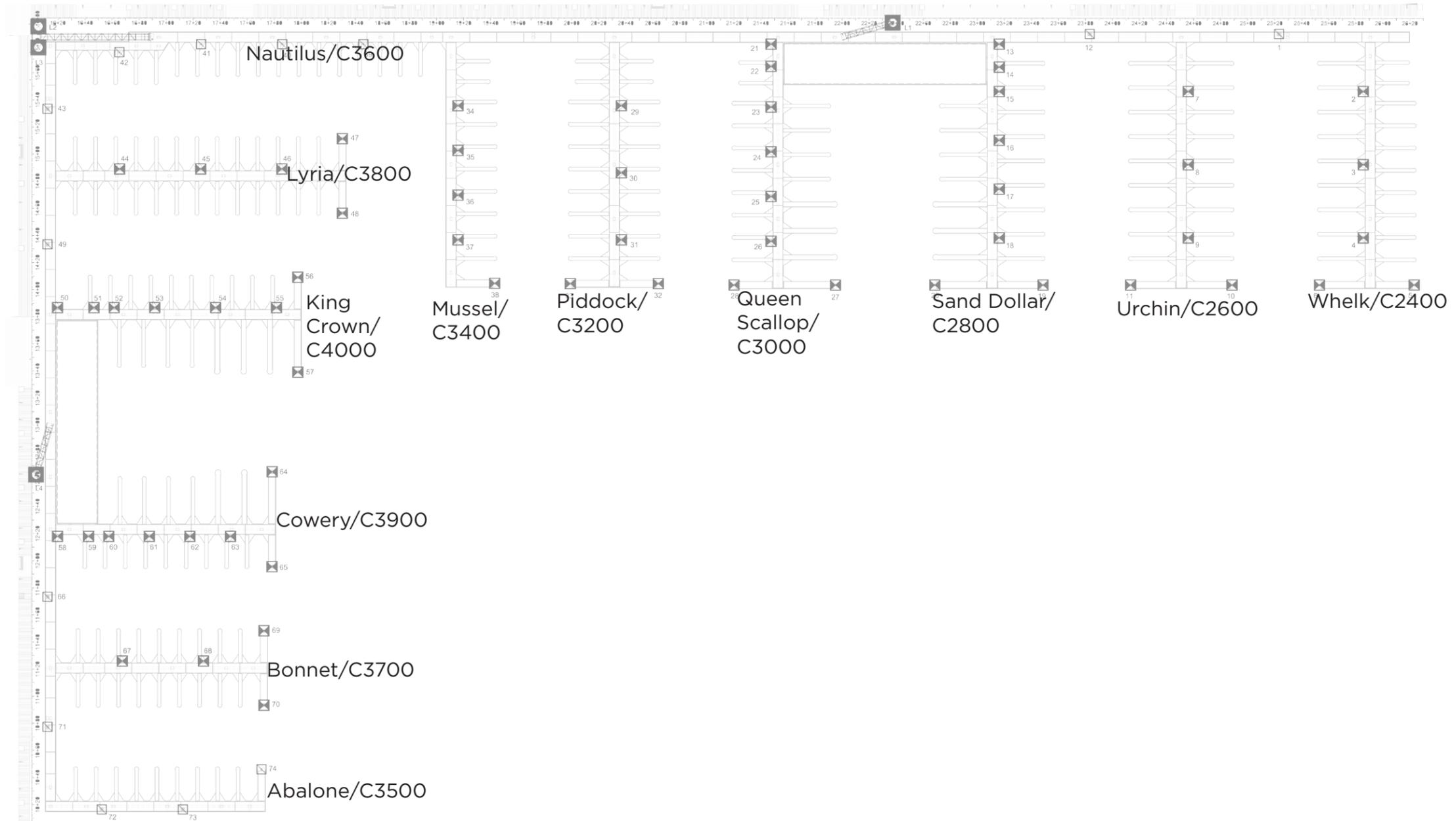
Not to scale





SHELL INTERPITVIE ASPECT TO SIGNGAGE

Docks are identified with both the official harbor ID Numbers, and shell names, which coordinate with a visual icon of the shell. Shell names go in alphabetical order from South to North and East to West.



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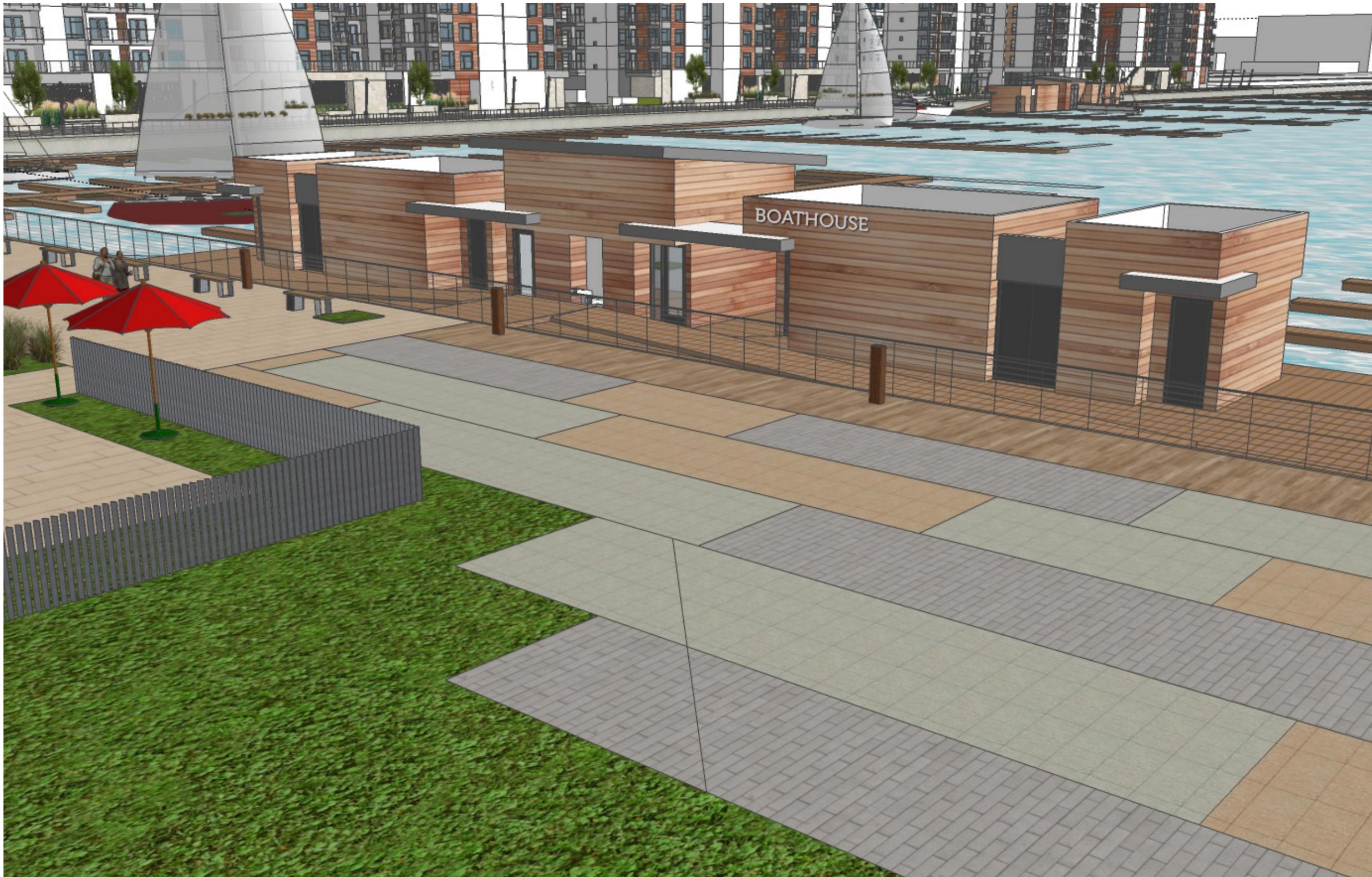
AMLI-MDR | Signage
Via Marina & Panay Way
Marina del Rey, CA

Marina del Rey
DESIGN CONTROL BOARD PRESENTATION

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MARINA IDENTIFICATION

Description
Halo-lit stainless steel letters mounted to the front and back of the boathouse.

Square Footage
9 ft²

SIGNAGE CODE + TYPE

S17
MARINA ID

MATERIALS/COLORS/FINISHES

- (A) • 2" deep extruded stainless steel letterforms
- (B) • 1/2" threaded spacers

TYPEFACES

Museo 500

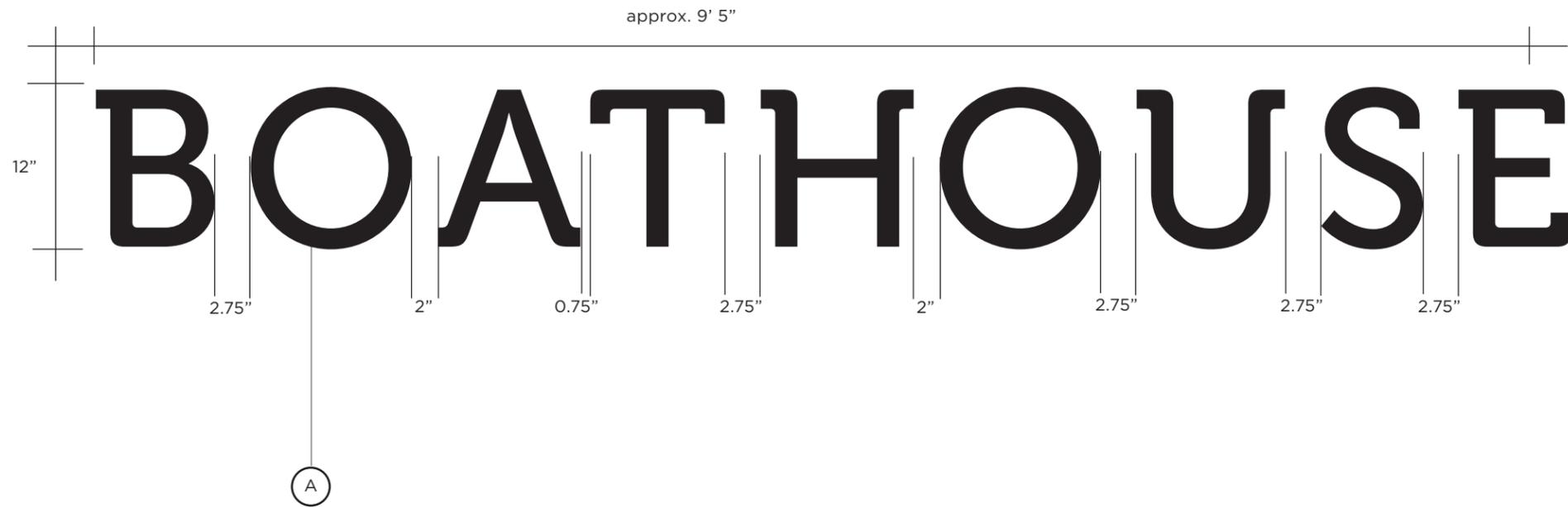
INSTALLATION

Letters are pin-mounted with threaded spacers to the wall of the marina boathouse.

ILLUMINATION

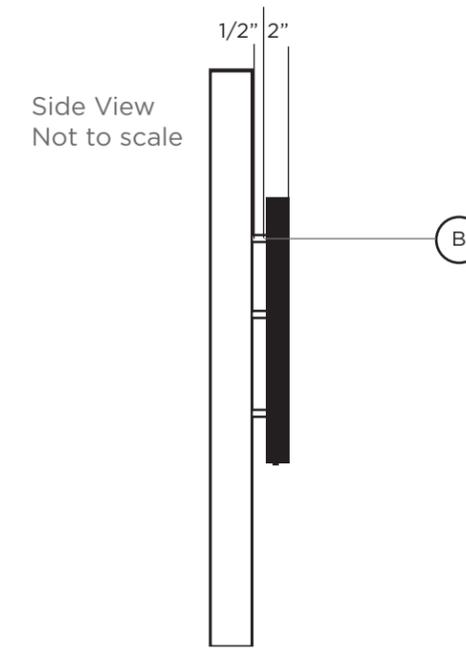
LED Halo-lit

REVISION #



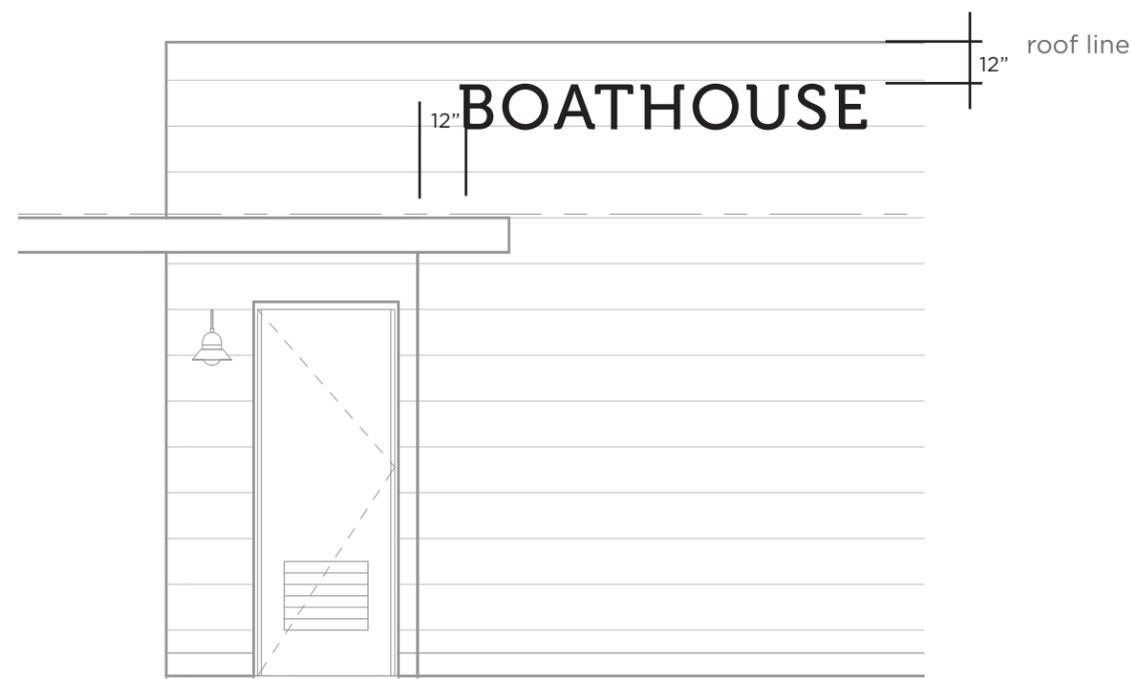
FLAT ELEVATION

see AI file for correct scale



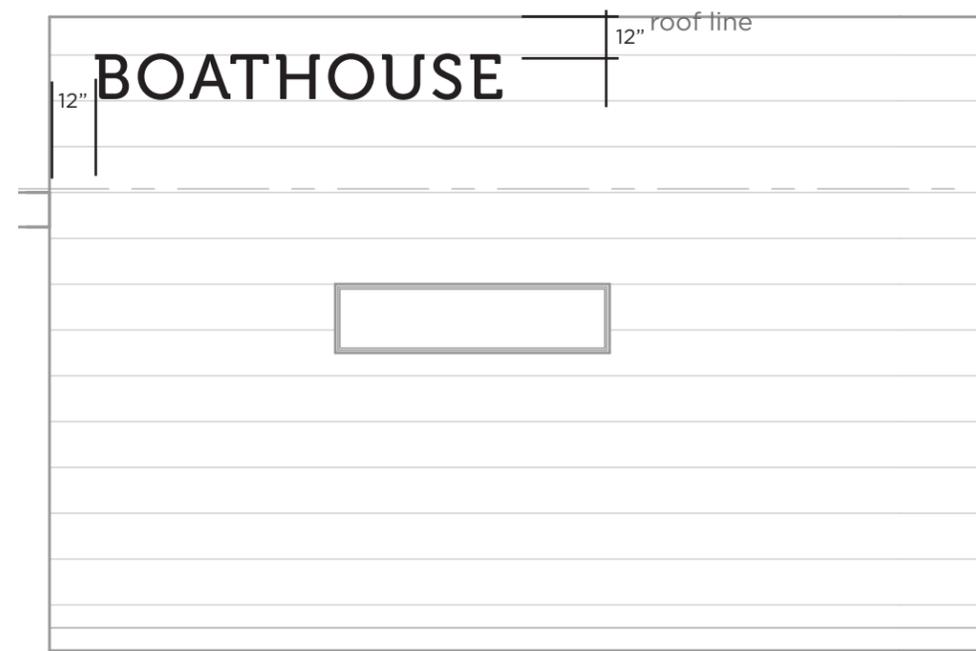
SIDE VIEW

Not to scale



BOATHOUSE

WEST Elevation



BOATHOUSE

EAST Elevation

SIGNAGE CODE + TYPE

M12
DOCK BOX AND SLIP ID

MATERIALS/COLORS/FINISHES

- (A) • 1/2" Thick " Color Core Polyethylene marina sign painted MP10843 Chinese Red
- (B) • Subsurface print/paint letter and number reflective white
- (C) • 1/16 diameter drill hole

TYPEFACES

Museo 700
 Museo 500

INSTALLATION

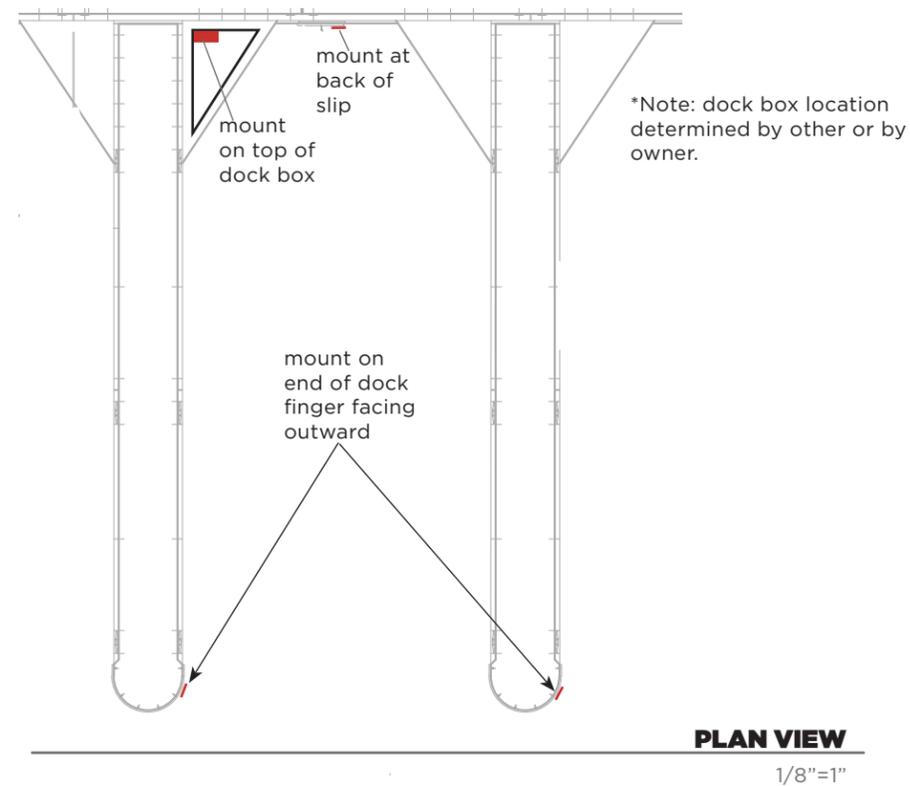
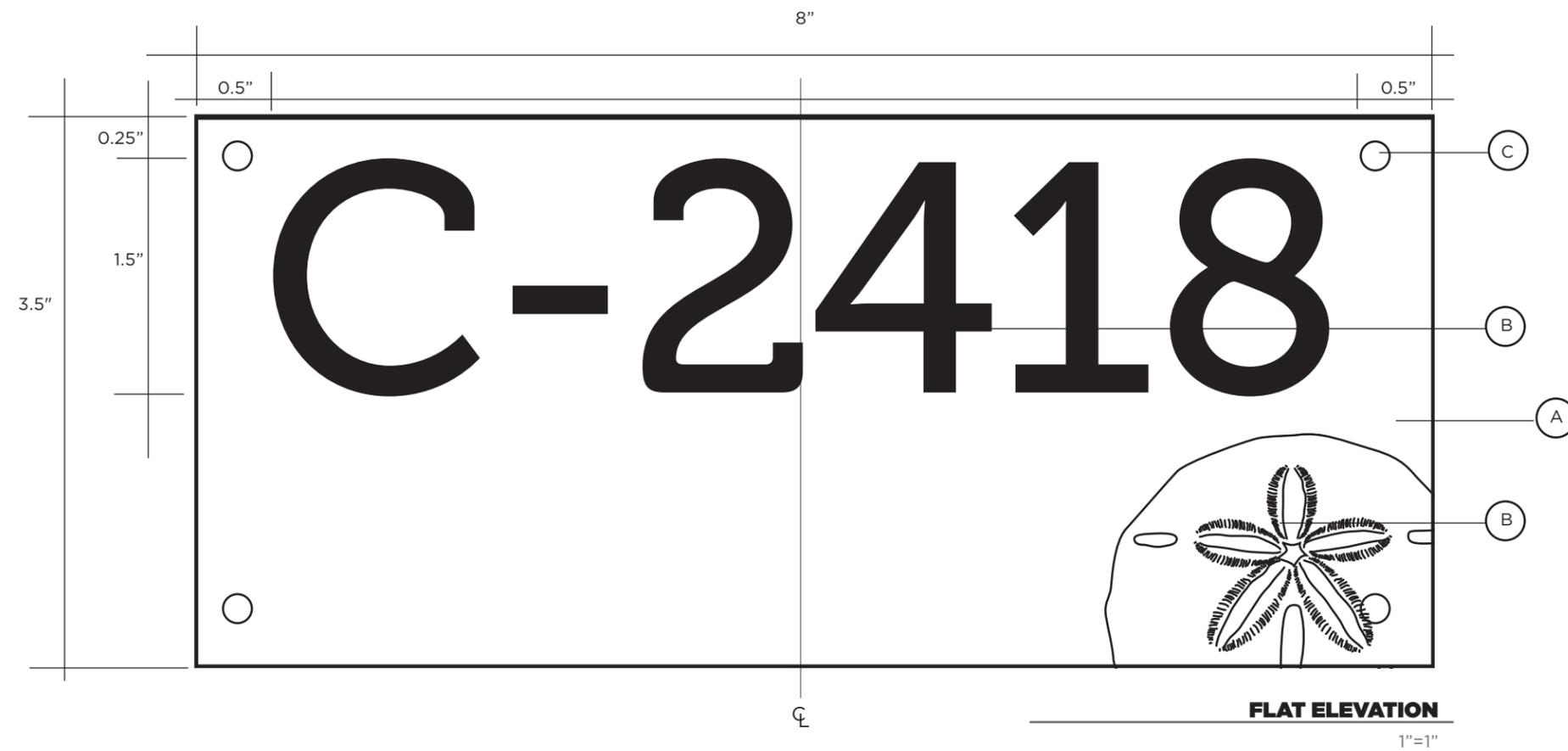
Bolt to end of each dock finger in location shown.

ILLUMINATION

none



REVISION #



MARINA BATHROOM SIGNAGE

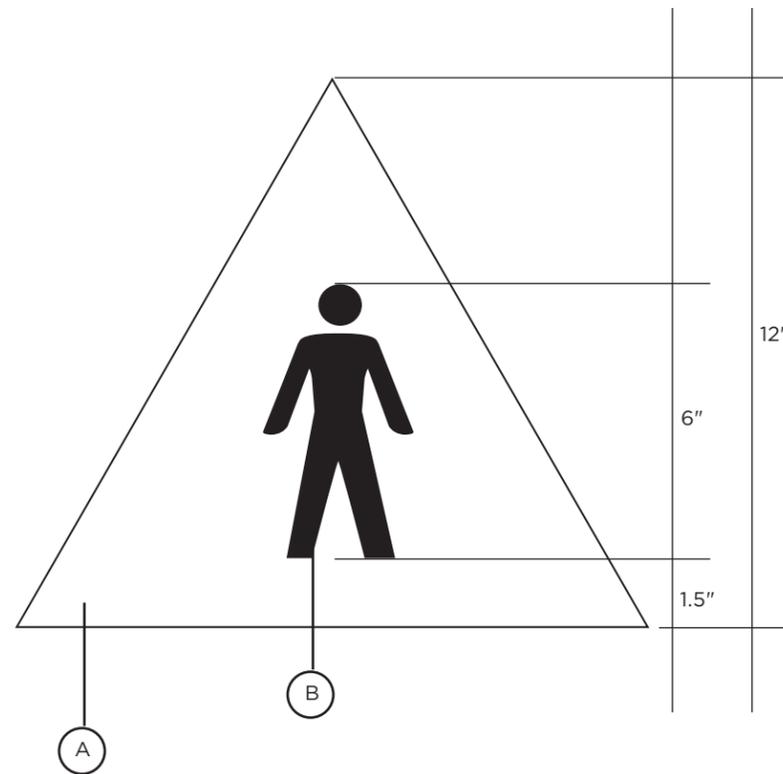
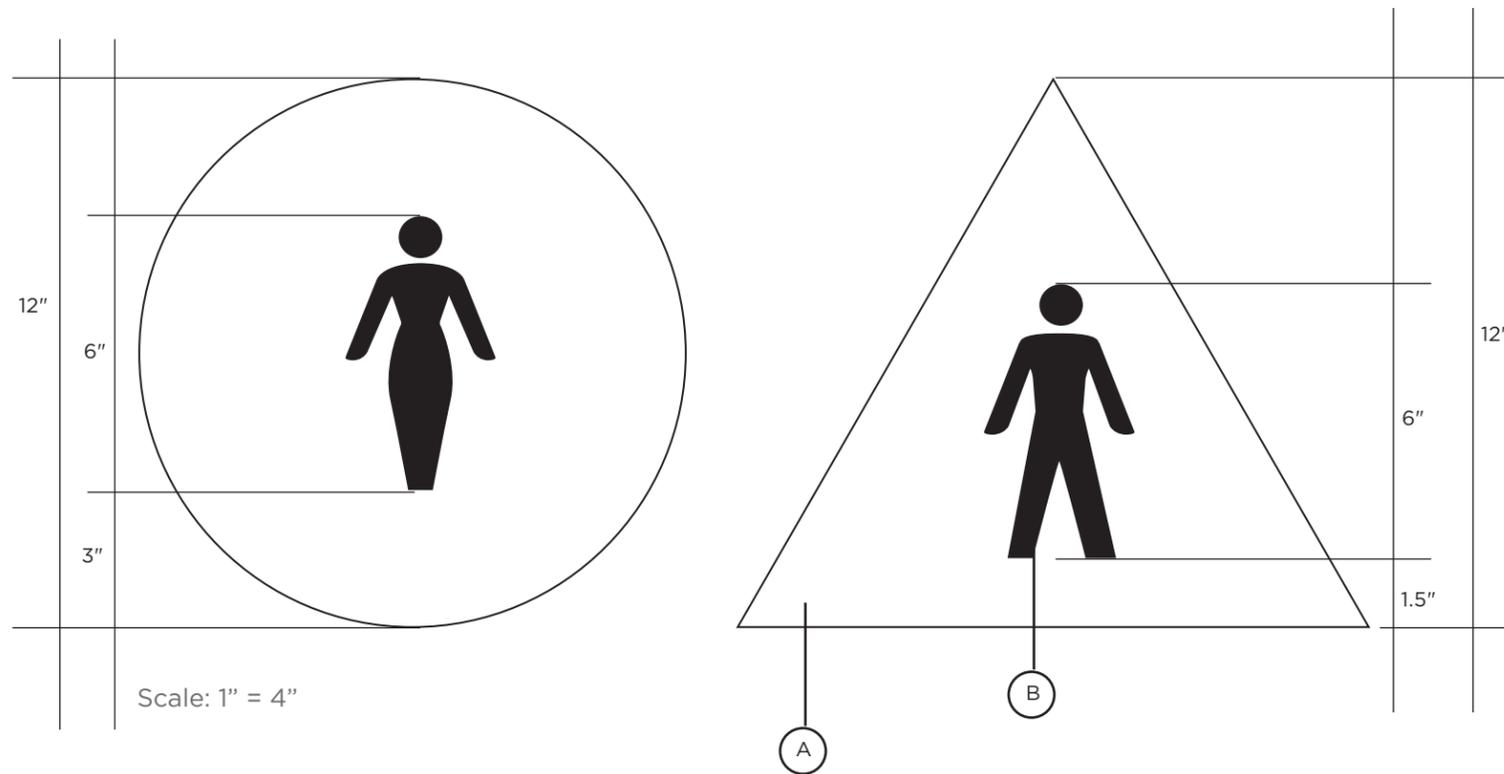
Description

Mimicking some of interior and exterior signage, these signs use material from the exterior as well as marine grade aluminum.

Square Footage

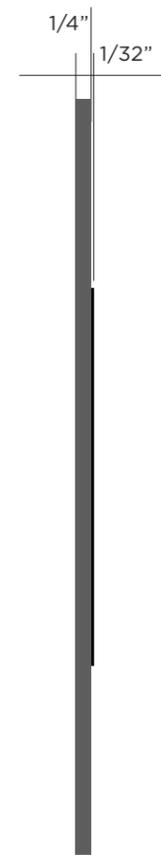
1' sq ft





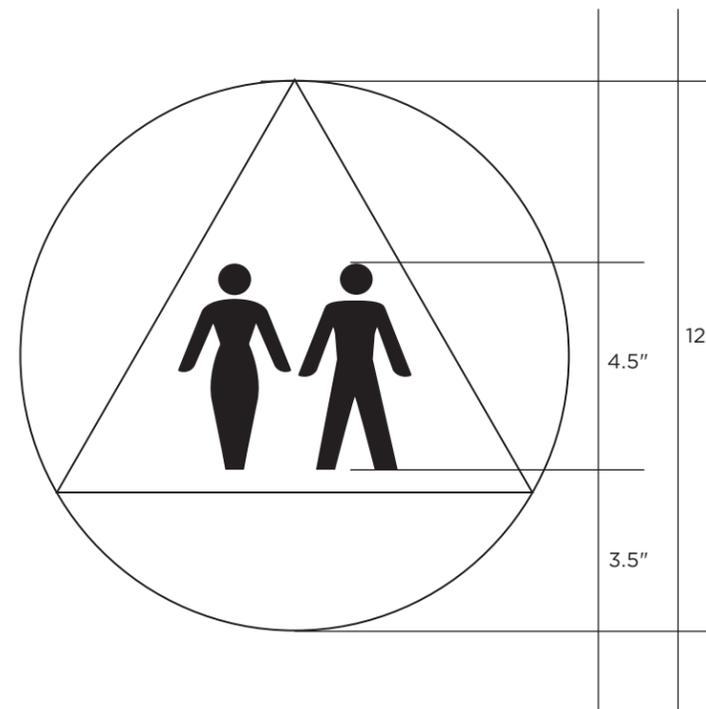
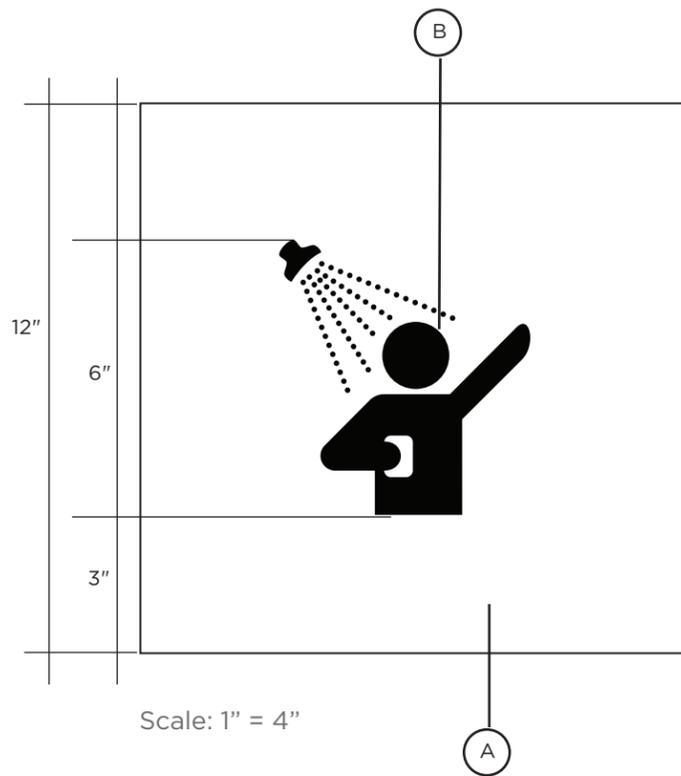
FLAT ELEVATION

1/4"=1"



SIDE VIEW

see AI file for full scale



FLAT ELEVATION

1/4"=1"

SIGNAGE CODE + TYPE

C06
RESTROOM + SHOWER DOOR ID

MATERIALS/COLORS/FINISHES

- A • Wood
 • Sanded and stained
- B • 1/32" tactile icon
 • White

TYPEFACES

INSTALLATION

Attach sign to door 56" from sign bottom from finished floor. Center vertically on door. Adhere using double sided foam tape and silicon adhesive or equal.

ILLUMINATION

None



REVISION #

SIGNAGE CODE + TYPE

C05
RESTROOM ID

MATERIALS/COLORS/FINISHES

- (A) • 1/4"x6"x8" acrylic
 • Pantone 431
- (B) • 1/32" tactile letters/icon
 • White

TYPEFACES

- Helvetica Neue Medium in 70pt
- Braille

INSTALLATION

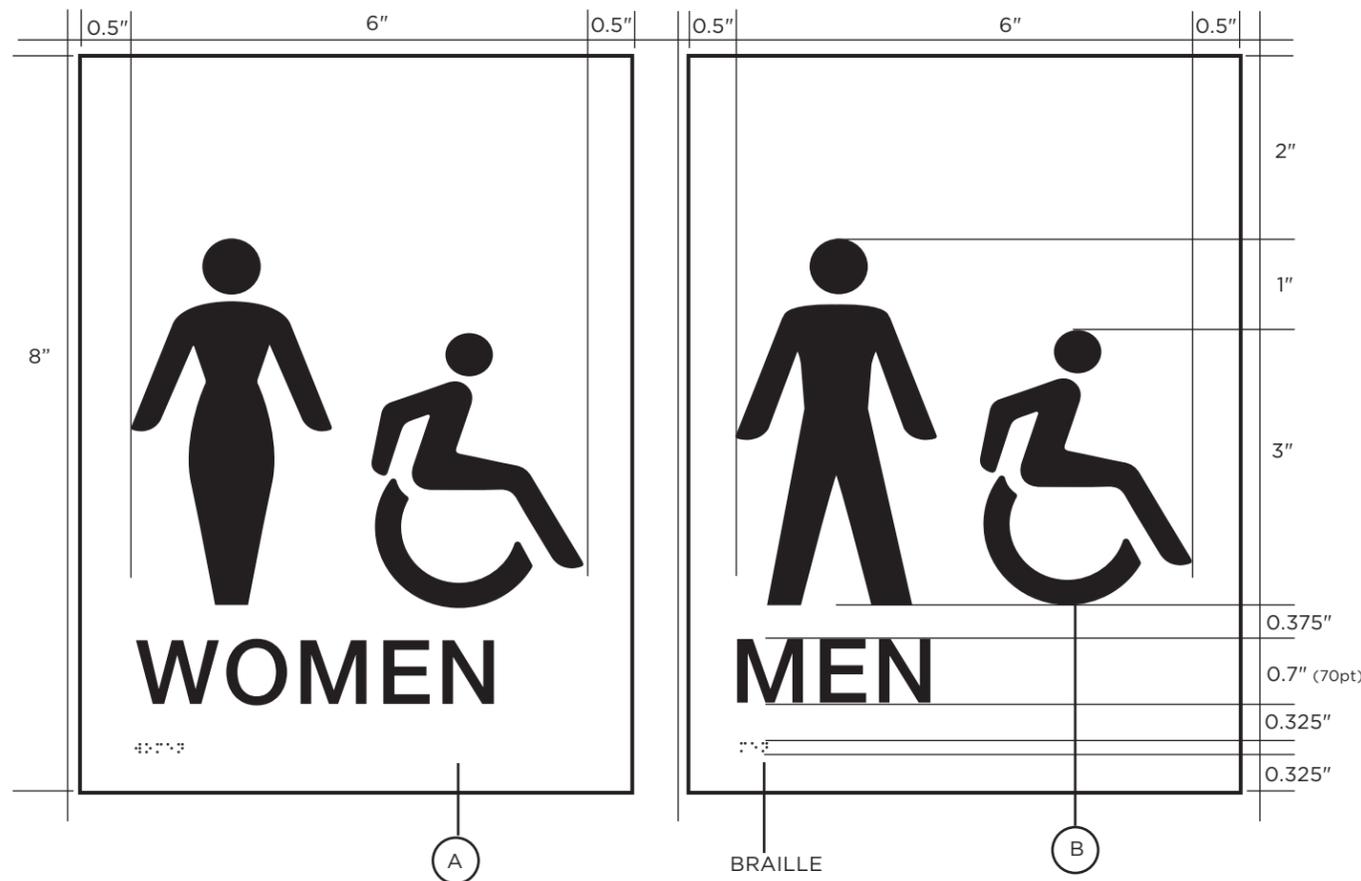
- 56" from bottom of sign from finished floor
- 3"-6" from strike side of door frame

ILLUMINATION

None

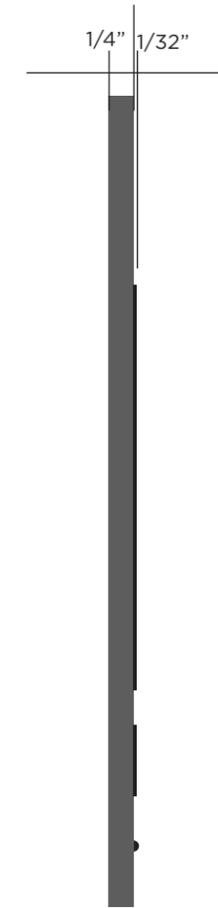


REVISION #



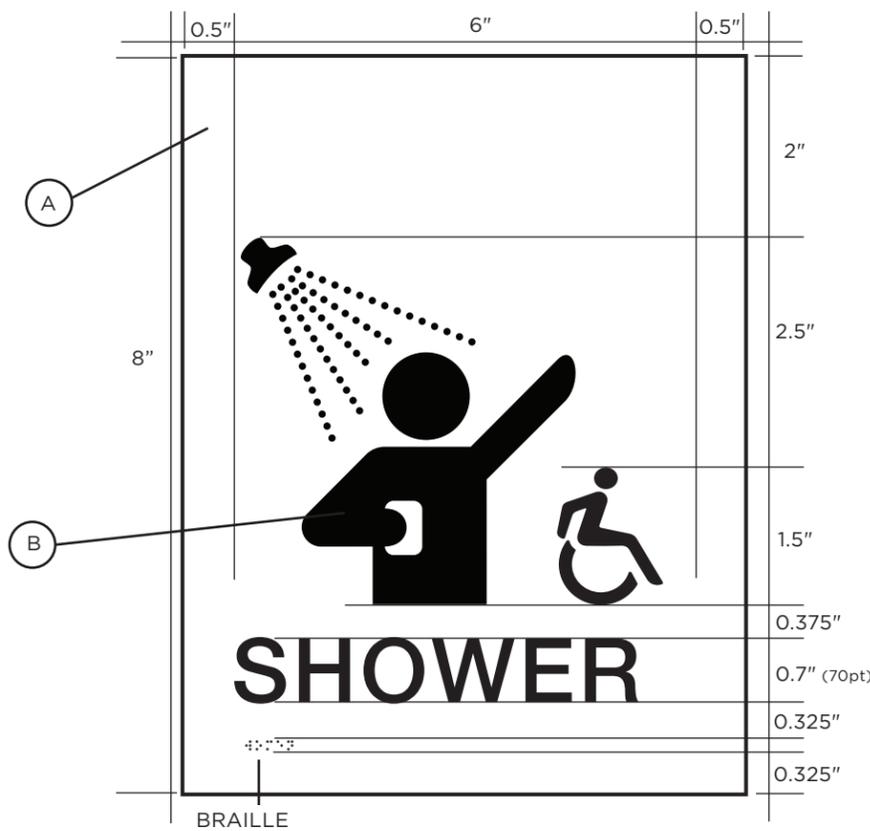
FLAT ELEVATION

1/2"=1"



SIDE VIEW

see AI file for full scale



Misc. Signage

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DCB - MARINA DEL REY



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SIGNAGE CODE + TYPE

M15
STORM DRAIN MARKER

MATERIALS/COLORS/FINISHES

- (A) • Brushed metal finish
- (B) • UV baked enamel blue paint in recesses
- (C) • 1/4" x 3/4" Drive Rivet-STD

TYPEFACES

Font: 40pt Museo
 700

INSTALLATION

Attach to ground or wall near storm drain opening.

Location by others: see civil plans for storm drain locations

ILLUMINATION

none



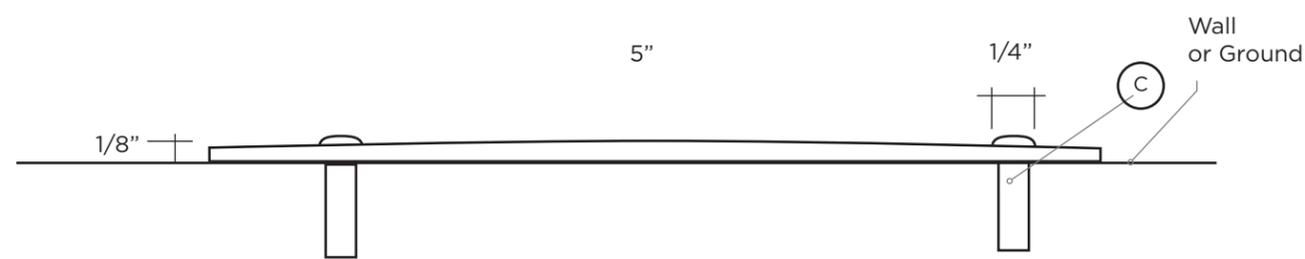
REVISION #



5" diameter

PLAN VIEW

full scale



SECTION VIEW

Not to scale



SURFACE MOUNT



RESIDENTS
ONLY
BEYOND
THIS POINT

Thank you.

GRILL RULES

WARNING: OPEN FLAME

- Use wind-up timer to turn on gas.
- Grill will automatically stop after 1 hour.
- Do not leave unattended.
- Turn off grill after using.
- Please clean grill and surrounding area after each use.

FOR EMERGENCIES:
CALL 911

MARINA RULES

1. Maximum Harbor Speed: 5 nautical miles per hour - NO WAKE ZONE
2. Marina del Rey is a NO DISCHARGE HARBOR! All marine and port-a-potty waste must be retained on board for disposal at a designated pump out station or mobile pump out service.
3. Contaminated bilge water, fuel, oil, solvents, etc. are not to be discharged into harbor waters.
4. Anchoring is not permitted.
5. Mooring buoys are not available.
6. Motorcycle riding, bicycle riding, roller blading and skateboarding are prohibited on all docks and gangways.
7. Yacht/dock repair technicians must register with the Harbor Master to receive a commercial service identification card.
8. Fishing is not permitted on the docks. Fishing is allowed on berthed vessels and at designated fishing piers.
9. No items are to be left or stored on the docks at any time.
10. Vessels shall not extend over 3 feet from the vessel's dock slip.
11. Only minor emergency repairs and normal wash-downs are allowed on vessels in slips.
12. Pets must be on a leash at all times when on the docks.
13. Noise must be kept to a minimum between 10 p.m. and 7 a.m. daily.

INFORMATION SIGNAGE

Description

Through-out the property these 8" X 8" signs are used to convey messages to the public, they match the branded type-face and use of a med. grey color

SIGNAGE CODE + TYPE

M10 SMALL RULES

MATERIALS/COLORS/FINISHES

- (A) • Surface Print White type
• Clear weather coating
- (B) • 8"x8" aluminum
• Painted MP 13915 Neptunian Grey
• Weather coated

TYPEFACES

Museo 300
Museo 500

INSTALLATION

Mount signs to wall with double sided foam tape and/or silicon adhesive or equal.

ILLUMINATION

None



REVISION #



FLAT ELEVATION

see AI file for full scale

SIGNAGE CODE + TYPE

**M11
 RULES**

MATERIALS/COLORS/FINISHES

- (A) • Surface Print White type
 • Clear weather coating
- (B) • 12" x 18" aluminum
 • Painted MP 13915 Neptunian Grey

TYPEFACES

- Museo 700
- Museo 300

INSTALLATION

- Attach sign to wall using double sided foam tape and silicon adhesive, or equal
- Bottom of sign must be 48" above finished floor

ILLUMINATION

NONE



REVISION #

